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A communication program for the Comprehensive Regional Development Plan

Steven Tagg

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A Communication Program for the Comprehensive
Regional Development Plan

by

Steven J. Tagg

Candidate for Master of Fine Art Degree in the
College of Fine and Applied Arts of Rochester
Institute of Technology.

July 25, 1975

Advisor: R. Roger Remington

Dedication

To my mother-in-law, Mary Seymour for her love,
kindness and whose generous support made my
graduate studies a reality.

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Thesis Committee

Mr. R. Roger Remington, Advisor

Mr. James Bare

Dr. Stuart Denslow

Acknowledgements

My appreciation is extended to Ms. Judy Sullivan, Ms. Deborah Drechsler and Mr. Joseph Zappia for their assistance in the development of this thesis project. Also, to the Genesee/Finger Lakes Regional Planning Board for allowing me the opportunity to work on this communication program.

Introduction

The purpose of this thesis was to provide design direction and production coordination, research and creative development of a portable exhibit and audio-visual presentation for the Comprehensive Regional Development Plan. The final components of the communication program could be utilized as a single unit or function as separate educational tools.

The exhibit is self-standing and modular in construction, supplying functional and aesthetic graphic patterns which communicate the two dimensional imagery.

The audio-visual presentation provides a more personal look at the Comprehensive Regional Development Plan and its function, while appealing to the area of interest of the observer.

The completed thesis will consist of the finished silk-screened, three dimensional

exhibit and audio-visual presentation ready
for public viewing.

Research

Historical

The Comprehensive Regional Development Plan is the result of an intensive five year study by the Genesee/Finger Lakes Regional Planning Board. The function of the Regional Planning Board is to unite the counties of the area together in seeking ways of dealing with area-wide issues and means of improving our environment today and in the future. By interacting with the citizens of each of the eight counties, the Regional Planning Board prepared a flexible plan to guide future growth. The overall purpose of the Comprehensive Regional Development Plan is to create a physical, social and economic environment which is responsive to the needs of the peoples, private and business interests and the institutions within the region.

Schedule of Events

The introductory meeting with the Genesee/Finger Lakes Regional Planning Board to discuss the projects was on January 16, 1975. Dr. Stuart Denslow, Executive Director of the Regional Planning Board explained the timeline involved and the desire for an exhibit and audio-visual presentation to communicate to the public a five year study called the "Comprehensive Regional Development Plan".

At the request of Dr. Denslow, additional meetings were initiated and the first steps were taken to draft a proposal for the Communication Program (Appendix A). Upon acceptance of the proposal by Dr. Denslow, he requested a detailed "Scope of Services" which explained the necessary steps involved for the research, development and production of the exhibit and audio-visual presentation (Appendix B).

At this time the Executive Committee of the Board of Directors began the review and approval process. A contract agreement between the Genesee/Finger Lakes Regional Planning Board and Rochester Institute of Technology was the outcome of this meeting.

Prior to the signing of the contract the design director (S. Tagg) began the research and orientation stages of the project. If that time had not been used for research and orientation, the project would not have been completed in the available time.

The first of many timelines had to be formulated, considering the overall project and the short time allotted for completion. This two part timeline also contains a flow chart showing the interaction between Rochester Institute of Technology, the Genesee/Finger Lakes Regional Planning Board and the vendors (Appendix C).

In order to facilitate adequately the workload involved in this project within the limited time frame, professional services had to be provided by a variety of media specialist subcontractors. The professionals enlisted for the project were a writer/audio-visual producer, exhibition manufacturer, exhibit fabricator, photographers, sound mixing director and studio, narrator, and photographic processing service.

These vendors were subject to a letter of agreement from Rochester Institute of Technology and to the same contract terms put forth by the Genesee/Finger Lakes Regional Planning Board.

Orientation to the project included examining many printed documents as well as individual meetings with people connected with the development of the Plan, and those who had past experience in the planning field.

The specifics discussed in these meetings

formed the basis from which the goals and objectives for the projects were composed. The initial list of behavioral objectives specifically states what each person should retain after being exposed to the program (Appendix D).

The goals and objectives were used as the foundation of the audio-visual script and the exhibit copy. The use of the objectives by the writer was crucial in development of the script and copy.

The communicative success of the program hinged upon adaptation of the Visual Theme Objectives (Appendix E). These objectives would form the groundwork for the visual design, final script and copy. Unfortunately the information provided during the development of these objectives was incorrect and obsolete, resulting in later modification, and additional research and revision.

Other meetings resulted in the decision to use a stock exhibit system manufactured by Firks Exhibits Inc., Chicago, Illinois. This system was selected because of its adaptability to this particular project (Appendix F). The versatile design of the system would enable the client to re-design new exhibits utilizing the original panels for later programs.

Project themes had to be developed for the exhibit and audio-visual program. The theme for each had to have its own integrity, yet contain a communication link should the two applications be used as a unit.

The audio-visual theme was the first to be developed. The title, "Getting a Hand on Tomorrow," giving that helping hand to improve and help ourselves and our environment for the future was the essence of the Comprehensive Regional Development Plan. From this beginning, the exhibit

theme was conceived. The exhibit would allow the public to "Get a Hand on Tomorrow" by casting "A Vote for the Future". Although the citizenry could not actually vote, a specific area in the exhibit titled "Participation", contains a graphic interpretation of a voting ballot which enables each individual to mentally participate by registering his or her vote.

Visual and written development from the first draft to production are shown on the Timeline 2 (Appendix G).

Upon completion of the necessary research, orientation, and goals/objectives, the preliminary visual design development was begun. The ideal focal area for the exhibit was developed taking into consideration the average heights of the viewing audience (Appendix H). Organizational information was collected and served as the basis from which an organizational grid system was developed (Appendix I). This data led to

the careful construction of the grid system for the exhibit (Appendix J). This plan made it possible to adapt any number of modular configurations to the exhibit. The selected module echoes the Comprehensive Regional Development Plan logo, utilizing the angles in its form (Appendix K).

In addition to the grid system and modular form research, the Visual Theme Objectives must relate to the exhibit. After careful planning consideration each area in the exhibit would occupy a specific number of panels according to the amount of information to be communicated and the general importance of the area (Appendix L). Combining of the visual theme design to the actual exhibit configuration did not occur until after a contract was consummated. The contractual agreement was reached and the official Notice to Proceed was given. Upon receipt of the signed contract (Appendix M) the visual theme

adaptation continued and the design director ordered the exhibit panels, accessories and supplies needed for the program, with delivery of the exhibit guaranteed before May 1, 1975 (Appendix N). The exhibit and hardware arrived from Chicago on April 23, 1975. Careful inspection found the order correct and the panels and accessories in excellent condition.

Incorporation of the visual theme and the exhibit configuration had to be direct in approach and communicate the desired message simply and accurately. The exhibit flow must also be undisturbed and predictable. Each informational area was designed to fit a specific number of panels. Due to the module design, a variety of consecutive panel configurations allow for larger or smaller amounts of information to be applied. In order to keep the information being viewed confined to its own area, large, bold titles were used. Color coding these titles made easy the

recognition of each area. All titles were placed at the same height, as were the copy blocks. Thus, the copy and titles followed a predictable pattern, while the bold background graphics wove a continually moving force around the entire exhibit. Art and photographs were intermixed with the appropriate titles and copy following the grid system. The result was both a functional and aesthetically pleasing design.

Preparation for the Preliminary Design Presentation proceeded on schedule and the final roughs and storyboard for the audio-visual and exhibit were completed. At the same time the writer was completing the copy draft for the exhibit and the audio-visual script. All the materials for the presentation were gathered and presented to the Regional Planning Board for review (Appendix Ø). The main thrust of the meeting plan was to show how the program design specifically met the carefully articulated goals and objectives.

These goals and objectives had previously been approved by the Regional Planning Board. Unfortunately, some of the research material and information used by the writer and design director in constructing the program design, was also obsolete and caused misdirection in the approach. After careful study, the Regional Board Director issued a review statement which provided the necessary direction needed for the modification of the Visual Theme Objectives (Appendix P). Revised objectives were submitted and approved (Appendix Q). The original storyboard and exhibit roughs underwent careful re-design and were submitted in a second presentation. The revised approach was readily accepted with only a few minor changes in the exhibit copy and script. Upon satisfying these changes, the approval was granted for production (Appendix R).

Due to the amount of time needed by the

Regional Planning Board for the review of the program design, a total of thirty days was left for production. Utilization of this time involved for production coordination and design direction of the project was crucial. Each area of production was closely monitored by the design director. A production schedule timeline was devised and carefully followed (Appendix S). The exhibit fabrication and audio-visual production began simultaneously. The initial push into production went smoothly, however additional student help was needed in preparing the mechanical work for the audio-visual program.

Copies of the storyboard and final script were distributed to the producer, photographer and student assistant (Appendixes T and U) at which time the duties performed by each member were carefully outlined. Also, the narrator was notified and given the same information for review before recording. Narration of the audio-visual

program was recorded prior to the completion of the photography.

During this same time the design director had the finished exhibit copy (Appendix V) set in type and began work on the art mechanicals, with priority given to the exhibit shop drawing (Appendix W). These shop drawings enabled the vendor to prepare the exhibit panels for the art and photographic pieces being produced.

Additional meetings were scheduled with the producer, sound studio and photo processing vendors. The time limitations were explained and each vendor was willing to provide the necessary service allowing for the time restrictions.

Photographic contact sheets of the images for the exhibit were reviewed by the Regional Planning Board. About fifty percent of the photography selected for the exhibit was accepted. This prompted renegotiations

with the photographer for new and more specific photographs.

While the additional photographs were being produced the art mechanicals for the exhibit and audio-visual were completed. The exhibit mechanicals were delivered to the fabricator for the production and application. Thirty-two art mechanicals for the audio-visual were photographed by the design director and immediately processed. Review, selection, masking and mounting prepared the transparencies for integration with the remaining pictorial slides.

A new set of contact prints was now available and after careful consideration the Regional Planning Board approved the remaining fifty percent of the exhibit photographs. Prints were made and delivered for mounting on the exhibit. Some of the prints were not satisfactorily mounted and additional prints had to be made.

The design director and producer prepared the selected pictorial and art slides for the sound mixing and pulsing. Attention to detail was the key to the successful mixing of the audio-visual program. After examination of the completed program, minor changes in audio and visual design were made and the finished presentation was prepared for duplication.

According to the production schedule, the time was growing short for a June 1 delivery. The exhibit was complete except for a final regional map that was to be provided by the Regional Planning Board. The endless small details involved in the design of the map had taken longer than anticipated. The decision was made to proceed with the photographic documentation of the exhibit the weekend before delivery. The exhibit was set up for the first time in the Student Union at Rochester Institute of Technology (Appendix X). It was photographed and returned to the fab-

ricator to await the final map from the Regional Planning Board.

Accordingly, the duplication of the audio-visual program was completed and ready for delivery on June 1, 1975. The delivery of the projects (exhibit and audio-visual presentation) was postponed however, until the final map was received and the exhibit was totally complete. This decision was approved by the Regional Planning Board.

Delivery was made June 13, 1975, a.m., resulting in the Release from Contract with the accompanying clauses. The discrepancies were corrected and the project released to the public (Appendix Y).

Conclusion

At the completion of this thesis project, I found that the goals and objectives in each area had been met satisfactorily.

The exhibit provided the Genesee/Finger Lakes Regional Planning Board with a unique educational and communications tool which can be used to the benefit of the citizenry as well as community and government leaders.

The audio-visual program communicates the Comprehensive Regional Development Plan and its function. Being more personal in approach, the viewer may interact with the entire Plan or any specifics within the Plan that may interest that individual.

These projects, separate or combined, represent the kind of communication necessary if the job of helping our environment is to be successful. The education of the

public to the issues we face and the recommendations available in solving these issues is the key to gaining action and participation.

The experience I have gained through the research, design and development of this visual communication program is invaluable to my education and professional experience. It is hoped that this project will provide the awareness necessary for constructive future change in the greater Rochester community.

Date: January 31, 1975

Memo to: Dr. Stuart Denslow
Executive Director
Genesee/Finger Lakes Regional Planning Board
47 South Fitzhugh Street
Rochester, New York 14614

Subject: Proposal for Communications Program
Regional Development Plan

As per your request, attached is a draft proposal for creative development, design and fabrication of a communications program (Exhibit and Audio-visual program) for your Regional Development Plan.

Sincerely,

Professor R. Roger Remington
Chairman
Department of Communication Design

 cc: S. Tagg

Budget Proposal
Communications Program for
Regional Development Plan

1. Creative Development
visual materials, consultants,
student assistant labor, student
director honorarium, RIT honorarium \$3550.00
2. Fabrication of Exhibition
including travel case(s) \$10,000.00
3. Audio-Visual Production
30 minute slide/synch. Program \$3000.00

February 7, 1975.

Dr. Stuart Denslow
Executive Director
Genesee/Finger Lakes Regional Planning Board
47 South Fitzhugh Street
Rochester, New York 14614

Dear Dr. Denslow:

We appreciate the opportunity to submit this proposal for the creative development of a portable exhibit and audio-visual presentation for the Regional Development Plan.

We are proposing that the exhibit design and audio-visual presentation be considered in two phases. The following enclosure entitled "Scope of Services", will describe the phases and explain necessary details.

The direction of the design development in this proposal is being accomplished as a part of the Master Of Fine Arts educational program of Steven J. Tagg. The budget profile that follows does not reflect any cost for overall project design development.

We are looking forward to your response to this proposal. If there are any questions please do not hesitate to contact Steve or myself at 464-2658.

Sincerely,

Professor R. Roger Remington
Chairman
Department of Communication Design

RRR:bt

cc: S. Tagg ✓

Subject: Scope of Services
Regional Development Plan

Phase I. Creative Development of Program Design

This phase involves the necessary research and orientation to the overall plan to develop necessary program concepts to accomplish the following:

- A. Define the program
- B. Research and orientation
- C. Writers initial research
- D. Copy synopsis of plan
- E. Preliminary visual development
- F. Review and modification
- G. Prototype design development

Subheadings A through G are subject to change or modification when considered necessary by the design director.

Phase II. Final Design Development

Based on the preliminary design concepts and initial research and development we will begin to finalize the design (upon your approval). Finalizing the design of both the exhibit and audio-visual production involve the following:

- | | |
|-------------------------------------|-------------------------------------|
| A. Exhibit | B. Audio-visual Program |
| -Finished visual design development | -Finished visual design development |
| -Copy written and approved | -Finished script |
| -Specifications for Fabrication | -Finished Photography |
| *-Fabrication | -Narration completed |
| -Delivery | -Production of final AV Program |

*Fabrication includes custom built cases for transport of the exhibit.

Compensation

As compensation for this program we will require a budget for design development, implementation, and production of \$16,550.00.

This budgetary amount would cover the following services:

Phase I. Creative development of program design

- RRIT Honorarium
- Student Assistants labor and honorarium
- Visual materials
- Consultants

\$3,550.00

Phase II. Final Design Developments

A. Exhibit

- Fabrication, including travel cases
- Delivery of exhibit

B. Audio-Visual Production
-30 minute slide/synch.
program

A. Exhibit \$10,000.00

B. Audio-visual 3,000.00

PROCESS CHART RELATION

CONTACTS

OTHER ORG.

G/FL

PROPOS.

T. CASTLE

V. HAUSIN

EXE MTT
OK

LSTID

CONTRACT

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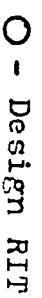
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GOALS - For the exhibit and AV Program

GOAL 1.

To make the public aware of the need for planning and the role that the G/FLRPB plays in today's planning efforts and the planning for the future.

Objectives

- A. To inform the public that solving problems coordinated between counties often will benefit citizens, individually as well as their counties.
- B. To evaluate the program in order to modify future efforts of the Regional Planning Board.

GOAL 2.

To establish continuous support efforts by the citizenry of the area which involves the Regional Development Plan.

Objectives

- A. To provide an educational explanation of the Regional Development Plan.
- B. To evaluate the effectiveness of the Plan in order to assure that citizens and government officials understand future efforts.
- C. To promote active support at all levels of government.

BEHAVIORAL OBJECTIVES

MEDIA

A person after having been exposed to this program will be able to:

- realize the need for organizational and directional planning now and in the future
- recognize the existence of the Regional Development Plan
- be supportive to the Regional Development Plan individually and collectively
- recognize the geographic area involved in the Regional Development Plan
- understand the regional issues confronting the Regional Development Plan
- understand the Regional Planning Board and its planning process
- realize the importance of cooperation by governments at all levels

*AV & Exhibit
Exhibit

*AV & Exhibit

*Exhibit & AV

*AV & Exhibit
Exhibit

AV

The above behavioral objectives are listed in order of priority.

*listed in order
of primary use

SJT:bt

VISUAL THEME OBJECTIVES

I. Exhibit

- A. Realize the need for organization and directional planning now and in the future.
- B. Recognize the existence of the Regional Development Plan.
- C. Understand the Regional Planning Board and its planning process.
- D. Recognize the geographic area involved in the Regional Development Plan.
 - 1. Eight County Area
 - a. Genesee
 - b. Livingston
 - c. Monroe
 - d. Ontario
 - e. Orleans
 - f. Seneca
 - g. Wayne
 - h. Yates
- E. Understand the regional issues confronting the Regional Development Plan.
 - 1. Community development
 - a. land use
 - b. economic development
 - 2. Natural Resources
 - a. environmental management
 - b. agriculture
 - c. parks, recreation and open space
 - 3. Transportation
 - 4. Public utilities
 - 5. Human Resources
 - a. housing
 - b. social services
- F. Be supportive to the Regional Development Plan individually and collectively.
 - 1. Here's what this plan will benefit you personally.

dos - ok

SJT:bt

VISUAL THEME OBJECTIVES

II. AV Presentation

- A. Recognize the existence of the Regional Development Plan.
- B. Realize the need for organization and directional planning now and in the future.
- C. Understand the regional issues confronting the Regional Development Plan.
 - 1. Community development
 - 2. a. land use
 - b. economic development
 - 2. Natural Resources
 - a. environmental management
 - b. agriculture
 - c. parks, recreation and open space
 - 3. Transportation
 - 4. Public utilities
 - 5. Human Resources
 - a. housing
 - b. social services
- D. Recognize the geographic area involved in the Regional Development Plan.
 - 1. Eight County Area
 - a. Genesee
 - b. Livingston
 - c. Monroe
 - d. Ontario
 - e. Orleans
 - f. Seneca
 - g. Wayne
 - h. Yates
- E. Understand the Regional Planning Board and its planning process.
- F. Be supportive to the Regional Development Plan individually and collectively.

205-02.

SJT:bt

Exhibit Systems

Bob Firks Exhibitions, Inc.
431 North Clark Street
Chicago, Ill. 60610
312-337-5411

Explanation from Volker on the Demo-lite System
System-based upon 8' by 2, 3, 4, foot panels
of the designers specifications. Consideration must be
paid to the design specifications within the exhibit systems
manufacturing specs.

Advantages

Living-hinge (plastic pressed)
can be laminated on both sides choice of materials

1. formica
2. metal
3. wall carpet
4. velcro - hang or stick things

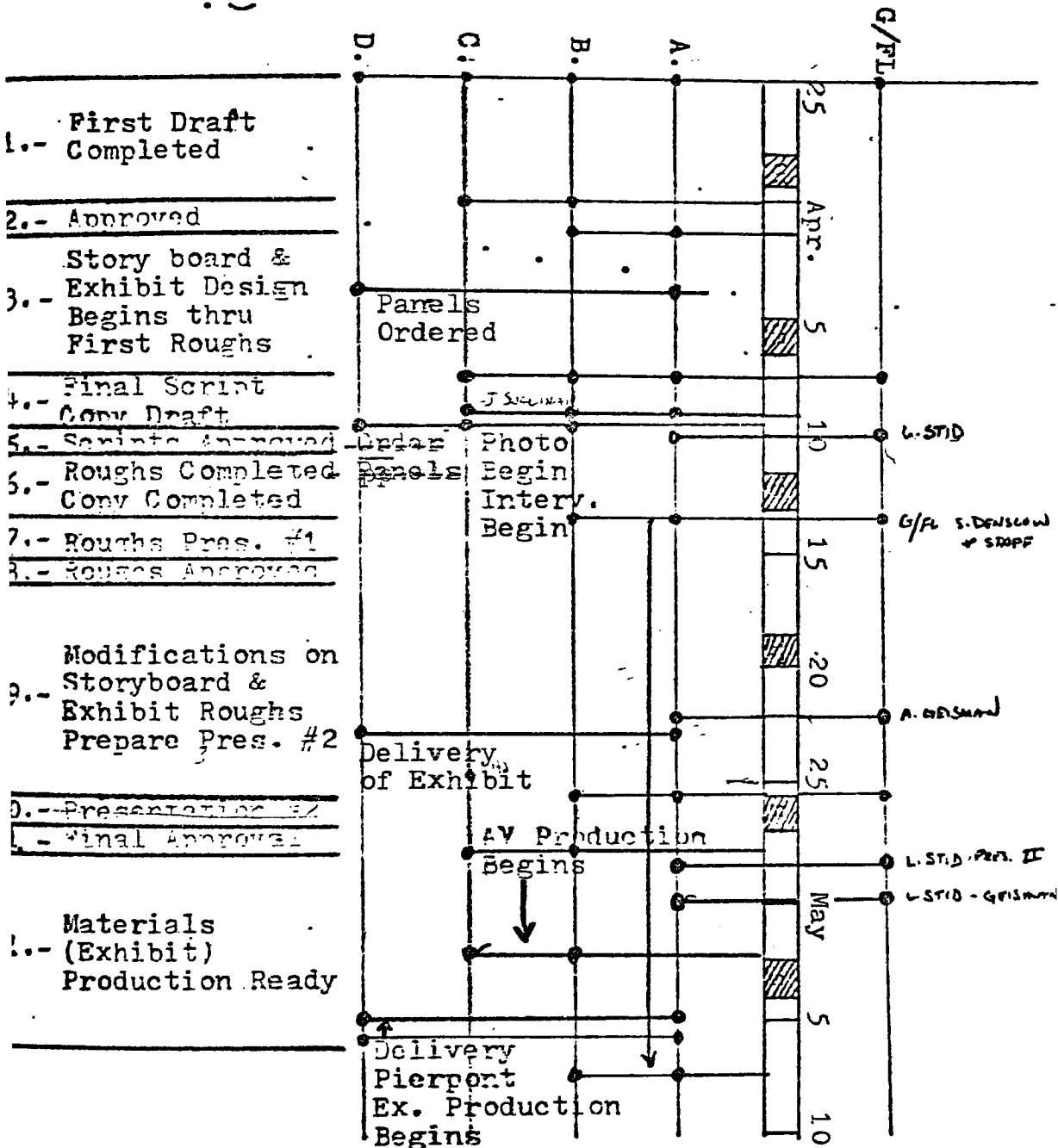
Light - purpose air freight
Impact resistant
Easy to set up
Light but flexible
Shipping containers (hard foam material included)

Topics to be included proposal for exhibit fabrication

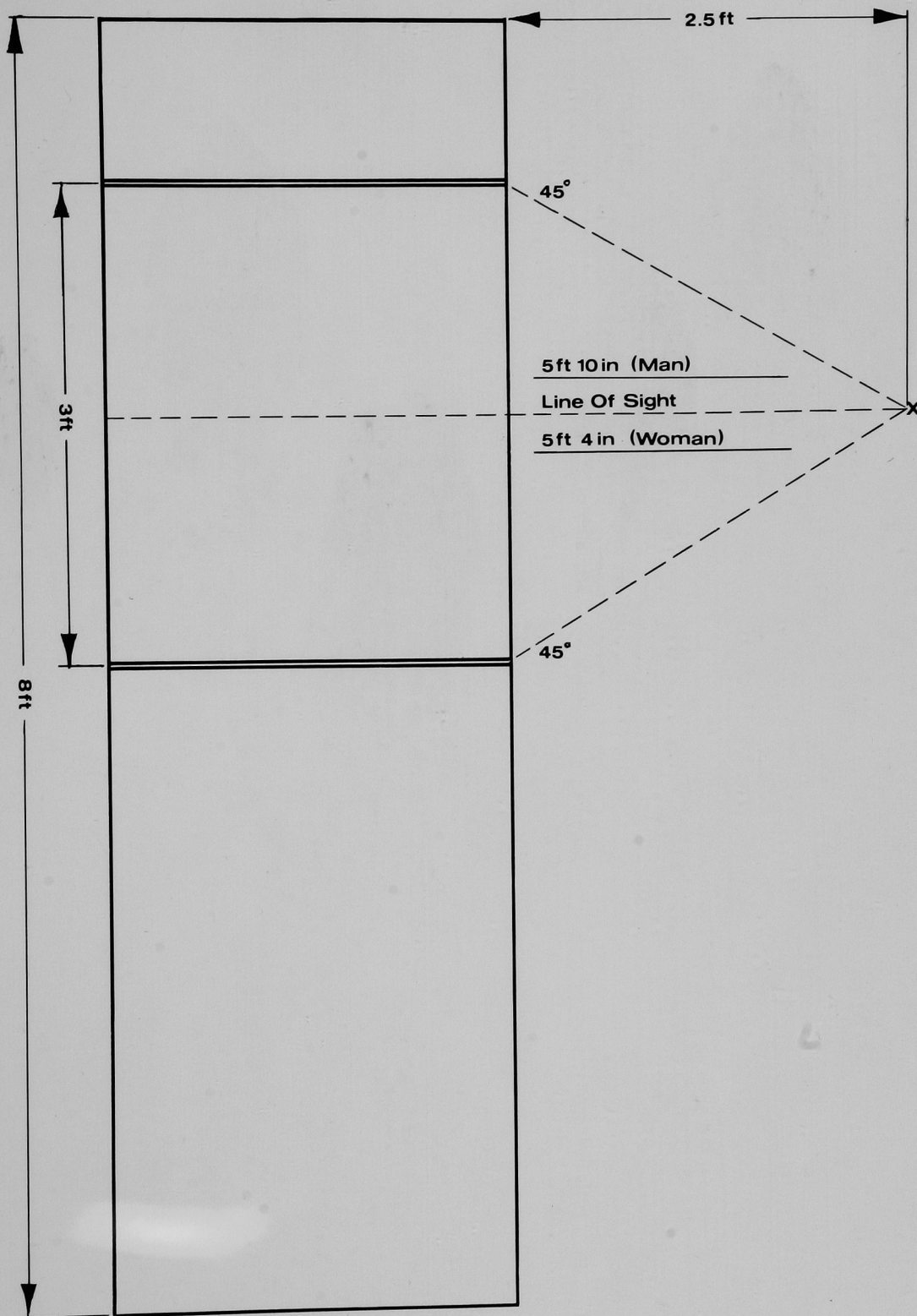
1. Subject
2. Objectives
3. Audience
4. Time Schedule
5. Self Staking
6. Self Explanatory
7. Modular Form
8. How used
9. Who will handle
10. Height and Width
11. Number of Panels
12. What physically will happen
13. Amount of time in use (approx.)

SJT

Timeline: March 25, to May 10, (approx)



Mr. Exhibit
Mr. AV
Writer/(photo)
Exhibit Manuf.



1 inch = 1 foot

Panel based on grid system derived from a variety of variables :

1. Copy size (30 pt.)
2. Title size
3. Photo size (available on short timeline)
4. Panel height and width
5. Veiwing height
6. Framing area
7. Total amount of copy per panel
8. Art to be supplied per panel

Veiwing Height

Based Upon the average height of

Men 5' 10"
Women 5' 4"

Conclusion (best veiwing area for the titles and copy

Titles (All 5 feet)
Copy (All 4 feet)

Utilize 3 foot center area for best veiwing area.

Copy and titles will create predictability while the bold graphics and patterned photography and art form a flow throughout the exhibit...

Grid proportion 10"x12"

Modular proportion within the grid 9"x11"

See sketches to follow;

Exhibit is a self-standing modular configuration structure.

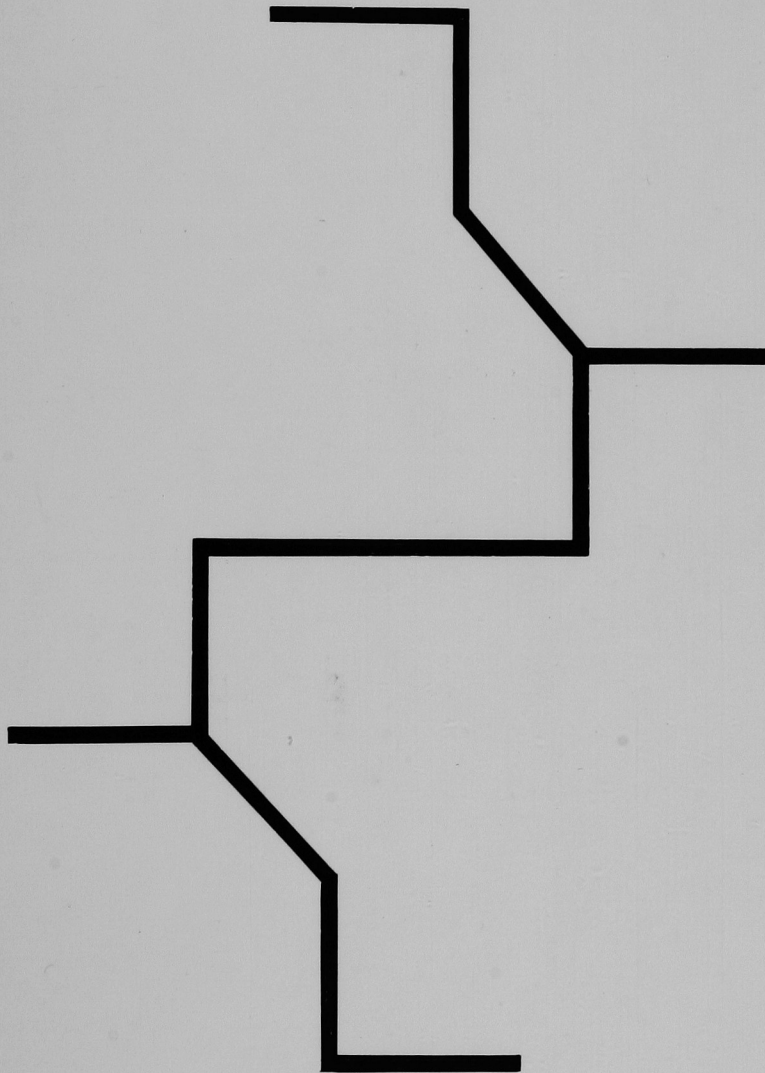
Its shape echoes the angles and construction of the Regional Development Plan Logo.

The size and number of panels was determined by the amount of information to be transmitted to the audience.

See sketches to follow;

Each specific area within the exhibit is color coded and all copy is white.

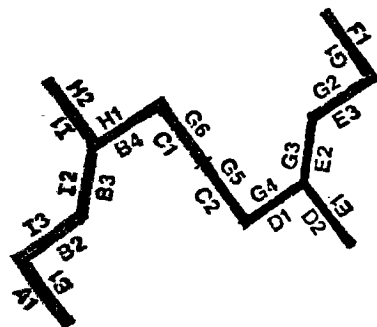




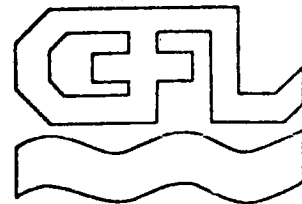
1 inch = 1 foot

Exhibit Format for Theme Objectives# of Panels

A.	Introduction Panel	1
B.	Realize the need for organization and directional planning now and in the future.	4
C.	Recognize the geographic area involved in the Regional Development Plan.	2
1.	Eight County Area	
a.	Genesee	
b.	Livingston	
c.	Monroe	
d.	Ontario	
e.	Orleans	
f.	Seneca	
g.	Wayne	
h.	Yates	
D.	Recognize the existence of the Regional Development Plan.	2
E.	Understand the Regional Planning Board and its planning process.	3
F.	Government cooperation on all levels.	1
G.	Understand the regional issues confronting the Regional Development Plan.	6
1.	Community development	
a.	land use	
b.	economic development	
2.	Natural Resources	
a.	environmental management	
b.	agriculture	
c.	parks, recreation and open space	
3.	Transportation	
4.	Public utilities	
5.	Human Resources	
a.	housing	
b.	social services	
H.	Here's what this plan will benefit you personally.	2
I.	Be supportive to the Regional Development Plan individually and collectively.	3
		<u>24</u>



SJT:bt



GENESEE / FINGER LAKES REGIONAL PLANNING BOARD

Suite 500, Ebenezer Watts Building, 47 South Fitzhugh Street, Rochester, New York 14614
716-428-5640

ANNE E. AVERY, Chairman
PHILIP ROWLEY, First Vice Chairman
ARTHUR B. EDDY, Second Vice Chairman
HENRY W. WILLIAMS, JR., Treasurer
VIRGINIA T. DIEBOLT, Secretary

STUART O. DENSLOW, Executive Director

April 3, 1975

Professor R. Roger Remington, Chairman
Department of Communication Design
Rochester Institute of Technology
One Lomb Memorial Drive
Rochester, New York 14623

Re: Comprehensive Planning and Management Assistance Program
Phase VII under Project No. CPA-NY-02-00-1039

Dear Mr. Remington:

Submitted herewith is one (1) fully executed copy of the contract between Rochester Institute of Technology and the Genesee/Finger Lakes Regional Planning Board for the accomplishment of certain education-information activities described in the contract documents. This is your NOTICE TO PROCEED under terms of the contract with a subject completion date of June 1, 1975.

We look forward to working with you and Mr. Tagg on this communications program.

Sincerely yours,

(Mrs) Virginia T. Diebolt
Executive Assistant

Encl.

Appendix M
36

COMPREHENSIVE PLANNING AND MANAGEMENT ASSISTANCE PROGRAM
- PHASE VII - SUBCONTRACT

BETWEEN

GENESEE/FINGER LAKES REGIONAL PLANNING BOARD

AND

ROCHESTER INSTITUTE OF TECHNOLOGY

THIS AGREEMENT, made this 1st day of April, 1975,
by and between Rochester Institute of Technology, an educational corporation with
offices at 1 Lomb Memorial Dr., Rochester, New York 14623, hereinafter referred
to as the "Consultant", and the Genesee/Finger Lakes Regional Planning Board,
an inter-municipal agency organized under Articles 5-G and 12-B of the General
Municipal Law of the State of New York, with offices at 47 South Fitzhugh Street,
Rochester, New York 14614, hereinafter referred to as the "Regional Planning
Board", WITNESSETH:

WHEREAS, the Regional Planning Board has been awarded a grant under the
Federal, State Comprehensive Planning and Management Assistance Program in
accordance with the provisions of Section 701 of the Federal Housing Act of 1954,
as amended, and Section 734 of the Executive Law of the State of New York, for
Project No. CPA-NY-02-00-1039, including the preparation of a regional development
plan information-education program covering Section 14.00 of Phase VII;

WHEREAS, the Regional Planning Board desires to engage a consultant to
render certain technical or professional services, more particularly described
in "Schedule A", which is annexed hereto and made a part hereof, and sometimes
referred to herein as the "Project" in connection with said planning assistance
program, and

WHEREAS, after extensive review of qualified and available consultant
personnel, the Regional Planning Board pursuant to resolution adopted
has selected the above Consultant on the basis of its special
qualifications, and

WHEREAS, the Consultant has agreed and is willing and able to perform such
services as may be required hereunder,

NOW, THEREFORE, in consideration of the mutual promises herein contained,
the parties do agree as follows:

1. Consultant's Services

The Consultant agrees to perform certain technical and professional
services as more particularly detailed in Schedule A, which is attached hereto
and made a part hereof.

2. Area Covered

The Consultant shall perform all the necessary services provided under
this Agreement in connection with and respecting the entire area comprising the
Genesee/Finger Lakes Region.

3. Scope of Services

The Consultant shall do, perform, and carry out, in a satisfactory and proper manner such work items relating to the comprehensive plan being developed by the Regional Planning Board and covering the work items specifically described in said Schedule A.

4. Consultant's Specific Duties

The Consultant specifically agrees:

(a) To advise and consult with employees and officials of the Regional Planning Board and the New York State Office of Planning Services as may be necessary to carry out the purposes of the Project, and for the purpose of obtaining information and checking findings.

(b) To participate in such meetings as may be required by the Board and the New York State Office of Planning Services during the Project Period. The purpose of such meetings is to enable the Consultant to report his progress and to obtain advice on questions of fact, policy, procedure or other matters that may arise.

(c) To prepare a comprehensive final report or series of reports appropriately illustrated with maps, charts and graphs, covering all phases of work as set forth in the annexed Schedule A.

(d) To furnish to the Regional Planning Board one copy of such final report or series of reports.

(e) To comply with the provisions contained in the "Standard Contract Provisions" hereto annexed as Appendix A and made a part hereof as though fully set forth herein.

5. Assistance by the Regional Planning Board

The Regional Planning Board agrees to assist the Consultant insofar as may be practical within the limitations of time, staff, office space, and budget by providing the Consultant with available studies, plans and data pertinent to the Project and, if available and appropriate, office space.

6. Personnel

(a) The Consultant represents that Consultant has, or will secure at Consultant's own expense, all personnel required to perform the services under this Agreement. Such personnel shall not be employees of or have any contractual relationship with the Regional Planning Board.

(b) All of the services required hereunder will be performed by the Consultant or under the Consultant's supervision and all personnel engaged in the work will be fully qualified, and will be authorized or permitted under all applicable laws and ordinances to perform such services.

7. Time of Performance

The services of the Consultant are to commence upon the signing of this Agreement and shall be undertaken and completed not later than June 1, 1975, unless otherwise extended by the Regional Planning Board.

8. Compensation

The Regional Planning Board agrees to pay to the Consultant the maximum sum of \$16,500.00 which is to constitute the maximum full and complete compensation for the Consultant's services hereunder. Such sum will be paid in the manner described in Paragraph 9 below subject, in every case, to receipt of a proper requisition for payment from the Consultant specifying that Consultant has performed the work under this Agreement in conformance with all the terms thereof and that Consultant is entitled to receive the amount requisitioned under the provisions of this Agreement.

9. Method of Payment

Payment shall be made each month upon the submission and acceptance by the Regional Planning Board of vouchers covering said services rendered each month commencing on or after the date of this contract subject to a 10% withholding of each such invoice, such withheld amount to be paid with the final payment which shall be made upon the final acceptance by the Regional Planning Board of the technical and professional services to be rendered hereunder.

10. Right to Audit

The Consultant agrees that the Regional Planning Board or the Office of Planning Services of the State of New York, or the United States government, or the duly authorized representatives of any of them, shall have access to and the right to examine any books, documents, papers and records of the Consultant involving transactions related to this Agreement at all times.

11. Termination of Contract for Cause

If, through any cause, the Consultant shall fail to fulfill in a timely and proper manner any and all obligations under this Agreement, or if the Consultant shall violate any of the covenants, agreements or stipulations of this Agreement, the Regional Planning Board shall thereupon have the right to terminate this Agreement by giving written notice to the Consultant of such termination and specifying the effective date thereof, at least five days before such effective date. Such notice shall be sent to the Consultant at the address given in this Agreement by certified or registered mail.

Notwithstanding the above, the Consultant shall not be relieved of liability to the Regional Planning Board for damages sustained by the Regional Planning Board by virtue of any breach of this Agreement by the Consultant and the Regional Planning Board may withhold any payments to the Consultant for the purpose of set-off until such time as the exact amount of damages due the Regional Planning Board may be determined, but in no event shall liability exceed the total amount paid under this contract.

12. Termination for Convenience of Regional Planning Board

The Regional Planning Board may terminate this contract at any time by giving written notice to the Consultant of such termination and specifying the effective date thereof, at least fifteen days before the effective date of such termination. In that event, all finished or unfinished documents and other materials as described in paragraph 11 above shall, at the option of the Regional Planning Board become its property. If the contract is terminated by the Regional Planning Board as provided herein, the Consultant will be paid an amount which bears the same ratio to the total compensation as the services

federal laws in addition to and not in limitation of compliance with such laws, rules and regulations as are directly or indirectly herein set forth: the New York State Civil Rights Law; Sections 291 and 299 of the New York State Executive Law; and Title VI of the Federal Civil Rights Law of 1964, as amended, and any regulations promulgated thereunder.

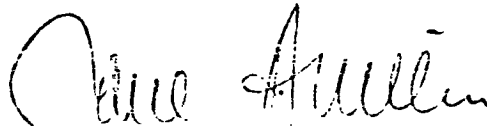
17. Changes

The Regional Planning Board may, from time to time, request changes in the scope of services of the Consultant to be performed hereunder. Such changes, including any increase or decrease in the amount of the Consultant's compensation, must be mutually agreed upon between the Regional Planning Board and the Consultant, and shall be incorporated in written amendments to this Agreement. Any such change or amendment shall be subject to the written approval of the New York State office of Planning Services.

18. Entire Understanding of the Parties

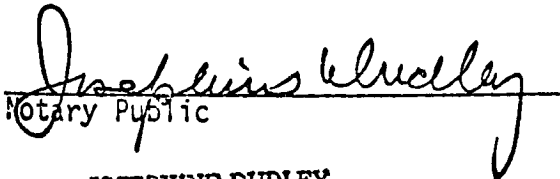
This agreement contains the entire understanding of the parties and shall not be amended except by writing executed by the parties.

IN WITNESS WHEREOF, the parties have hereunto executed this Agreement the day and year first above written.



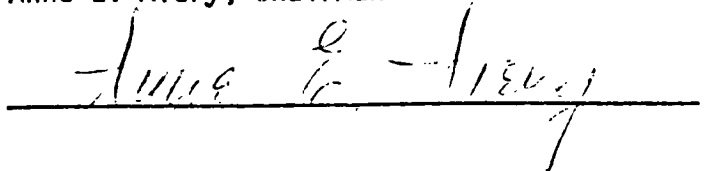
Consultant

In Presence of:

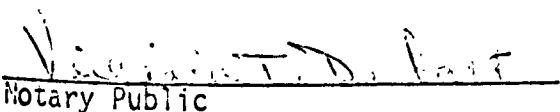

Notary Public

JOSEPHINE DUDLEY
Notary Public in the State of New York
GENESEE COUNTY, N. Y.
Commission Expires March 30, 1976

Genesee/Finger Lakes Regional Planning Board
Anne E. Avery, Chairman



In Presence of:


Notary Public

VINCENT T. D. EAST
Notary Public in the State of New York
any Commission Expires March 30, 1976

Consultant will develop a traveling exhibit which will present an appropriate graphic and audio visual form the essential recommendations of the Comprehensive Regional Development Plan. The exhibit will consist of maps, charts and specially created graphic materials which highlight the Plan and its functional elements. The audio visual portion of the information-education program will consist of color photographs, specialized graphics and an audio accompaniment to be a self supporting public information and education tool describing the Comprehensive Regional Development Plan and its functional elements.

Phase I: Creative Development of Program Design

This phase involves the necessary research and orientation to the overall plan to develop necessary program concepts to accomplish the following:

- A. Define the program
- B. Research and orientation
- C. Writers initial research
- D. Copy synopsis of plan
- E. Preliminary visual development
- F. Review and modification
- G. Prototype design development

Subheadings A through G are subject to change or modification when considered necessary by the design director.

Phase II: Final Design Development

Based on the preliminary design concepts and initial research and development the consultant will begin to finalize the design for Regional Planning Board approval. Finalizing the design of both the exhibit and audio-visual production involve the following

- | | |
|---|---|
| <ul style="list-style-type: none"> A. Exhibit <ul style="list-style-type: none"> - Finished visual design development - Copy written and approved - Specifications for fabrication *- Fabrication - Delivery | <ul style="list-style-type: none"> B. Audio-visual Program <ul style="list-style-type: none"> - Finished visual design development - Finished script - Finished photography - Narration completed - Production of final audio visual program |
|---|---|

Fabrication includes custom built cases for transport of the exhibit.

There shall be no discrimination against any employee who is employed in the work covered by this Agreement, or against any applicant for such employment, because of race, color, religion, sex, age or national origin. This provision shall include, but not be limited to, the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The Consultant shall insert a similar provision in all sub-contracts for services covered by this Agreement.

(b) The Consultant will send to each labor union or representative of workers with which he has or is bound by a collective bargaining or other agreement of understanding, a notice, to be provided by the State Commission for Human Rights, advising such labor union or representative of the Consultant's agreement under clauses (a) through (g) (hereinafter called "non-discrimination clauses"). If the Consultant was directed to do so by the contracting agency as part of the bid or negotiation of this Agreement, the Consultant shall request such labor union or representative to furnish him with a written statement that such labor union or representative will not discriminate because of race, creed, color or national origin and that such labor union or representative either will affirmatively cooperate, within the limits of its legal and contractual authority, in the implementation of the policy and provisions of these non-discrimination clauses or that it consents and agrees that recruitment, employment and the terms and conditions of employment under this Agreement shall be in accordance with the purposes and provisions of these non-discrimination clauses. If such labor union or representative fails or refuses to comply with such a request that it furnish such a statement, the Consultant shall promptly notify the State Commission for Human Rights of such failure or refusal.

(c) The Consultant will post and keep posted in conspicuous places, available to employees and applicants for employment, notices to be provided by the State Commission for Human Rights setting forth the substance of the provisions of clauses (a) and (b) and such provisions of the State's laws against discrimination as the State Commission for Human Rights shall determine.

(d) The Consultant will state, in all solicitations or advertisements for employees placed by or on behalf of the Consultant, that all qualified applicants will be afforded equal employment opportunities without discrimination because of race, creed, color or national origin.

(e) The Consultant will comply with the provisions of Sections 210-299 of the Executive Law and the Civil Rights Law, will furnish all information and reports deemed necessary by the State Commission for Human Rights under these non-discrimination clauses and such sections of the Executive Law, and will permit access to his books, records and accounts by the State Commission for Human Rights, the Attorney General and the Industrial Commissioner for purposes of investigation to ascertain compliance with these non-discrimination clauses and such sections of the Executive Law and Civil Rights Law.

(f) This Agreement may be forthwith canceled, terminated or suspended, in whole or in part, by the contracting agency upon the basis of a finding made by the State Commission for Human Rights that the Consultant has not complied with these non-discrimination clauses, and the Consultant may be declared ineligible for future contracts made by or on behalf of the State or a public authority of the State, until he satisfies the State

EXHIBIT COSTS AND ORDERING

<u>DESCRIPTION</u>	<u>AMOUNT</u>	<u>SPECIFICATIONS</u>	<u>SIZE</u>	<u>ITEM NO.</u>	<u>LIST PRICE</u>	<u>TOTAL</u>
1. Communicator Panels	(12)	Vertical grade H.P.L. both sides / levelers swivel plates. Comm. system on vertical edges.	30"x 96"x1"	CP-30H	195.00 ea.	2340.00
2. Communicator Hinge	(40)	Extruded Polypropylene (white)	96" long	CHW-96	3.75 ea.	37.50
3. Communicator Insert	(4)	Extruded Polypropylene	96" long	CI-96	2.00 ea.	8.00
4. Communicator Pole	(2)	Anodized clear extruded aluminum pole and leveler	1 1/4"x96"x1 1/4"	CP-96AC	38.00 ea.	76.00
5. Pole Insert	(6)	Extruded Polypropylene	96" long	CPI-96	2.00 ea.	12.00
6. Communicator Tee	(8)	Extruded Polypropylene	96" long	CT-96	2.00 ea.	16.00
*** (Special Order) ***	(2)	Fiber, Plywood, Foam Traveling Cases	6 Panels per case		350.00 ea.	700.00
7. Air Freight Charges	300 lbs.	SPECIFY (EMERY AIR FREIGHT SERVICE)				
8. Packing (Firks)						10.00
SUB-TOTAL						3189.50
						75.00
						10.00

TOTAL \$3274.50

OTHER INFORMATION

EXHIBIT LENGTH AFTER CONSTRUCTION 16 feet
EXHIBIT WIDTH AFTER CONSTRUCTION 12 feet
EXHIBIT HEIGHT 8 feet
EXHIBIT PANEL 30"x96"x1"

April 14, 1975

Subject: Meeting Plan

Preliminary Design Presentation

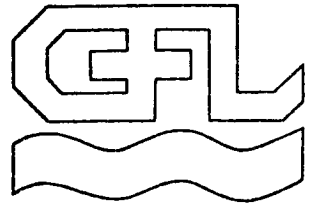
Problem Statement: Communicate the Regional Development Plan to the public.

- A. Design and produce an educational audio-visual program.
- B. Conceptualize, develop and produce a self-standing, educational exhibit.

Agenda:

- 1. Examine the Visual Theme Objectives for the exhibit and audio-visual program.
- 2. Proposal - A. Audio-visual script and story board.
 B. Exhibit, copy, roughs, and model.
- 3. Discussion

SJT:bt



GENESEE/FINGER LAKES REGIONAL PLANNING BOARD

Suite 500, Ebenezer Watts Building, 47 South Fitzhugh Street, Rochester, New York 14614

716-428-5640

ANNE E. AVERY, Chairman
PHILIP ROWLEY, First Vice Chairman
ARTHUR B. EDDY, Second Vice Chairman
HENRY W. WILLIAMS, JR., Treasurer
VIRGINIA T. DIEBOLT, Secretary

STUART O. DENSLOW, Executive Director

MEMORANDUM

TO: Larry Stid

FROM: Stuart Denslow

DATE: April 22, 1975

SUBJECT: Review of Narrative for Exhibit Panel Presentation

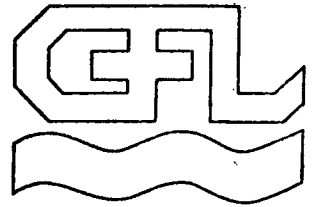
As a general observation, the material represents an example of extrapolation from our published material but does not represent a meaningful synthesis of the material. Much of the introductory language in fact carries a negative tone. Note the frequent use of terms such as unfortunately, failing to recognize, problem solving in the wrong way, although the plan offers, contents of the plan and then voicing their concerns, etc., etc.

The panels must be written in a positive, task accomplished context so that the reader gets the impression that the board is there and functioning successfully, has accomplished its task of developing a regional development plan, the plan has an implementative process and will impact positively on the regional community. Overall focusing upon specific recommendations is a good method of highlighting what the plan says and probably is the single virtue of this draft of the plan material.

Pencil comments in the draft to the point where they became repetitive.

SOD:bc

Appendix P
45



GENESEE/FINGER LAKES REGIONAL PLANNING BOARD

Suite 500, Ebenezer Watts Building, 47 South Fitzhugh Street, Rochester, New York 14614
716-428-5640

MEMORANDUM

TO: Larry Stid

FROM: Stuart Denslow

DATE: April 22, 1975

SUBJECT: Comments on Script Audio-Visual Presentation Entitled
"Getting A Hand On Tomorrow"

ANNE E. AVERY, Chairman
PHILIP ROWLEY, First Vice Chairman
ARTHUR B. EDDY, Second Vice Chairman
HENRY W. WILLIAMS, JR., Treasurer
VIRGINIA T. DIEBOLT, Secretary

STUART O. DENSLOW, Executive Director

Although I am not qualified to evaluate the picture sequence, my general impressions are that the outline focuses upon problems and issues and exemplifies them, rather than using them in relationship to the Plan and its recommendations. In other words, it does not meet the visual theme objectives as you had laid them out.

The script seems to be highly generalized with more crisis oriented, negative references than the positive, Plan oriented, optimistic references. The story really doesn't get underway until slide 25 and fails to punch out the specific recommendations of the Plan in the five issue areas that are not identified until the slide sequence 44 through 48.

Choice of words is again bothersome with many negative terms which sap the thrust and directiveness that a plan presentation should carry to the audience.

One suggestion for the theme outline might be a concept which shows the interrelationships between the issue areas and the relatedness of Plan recommendations dealing with the areas, a composite build-up that leads to the Plan summary somewhat in the fashion of a series of overlays to build up the sub-components of a map presentation, the sum total of which would represent a plan.

If you can get them to translate ^{that} technique into a audio-visual counterpart, it would be much more direct.

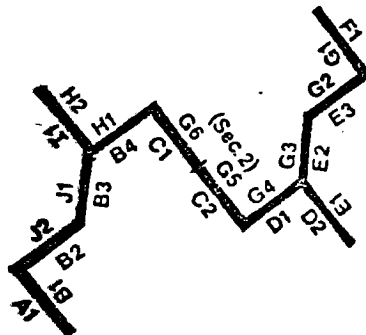
SOD:bc

Exhibit Format for Theme Objectives# of Panels

A. Introduction Panel	1
B. Realize the need for organization and directional planning now and in the future.	4
C. Recognize the geographic area involved in the Regional Development Plan.	2
1. Eight County Area	
a. Genesee	
b. Livingston	
c. Monroe	
d. Ontario	
e. Orleans	
f. Seneca	
g. Wayne	
h. Yates	
D. Understand the Regional Planning Board and its planning process.	2
E. Recognize the existence of the Regional Development Plan.	3
F. Map of specifics concerning the Plan.	1
G. Understand the regional recommendations of the Regional Development Plan—	4
1. Community development	
a. land use	
b. economic development	
2. Natural Resources	
a. environmental management	
b. agriculture	
c. parks, recreation and open space	
3. Transportation	
4. Public utilities	
5. Human Resources	
a. housing	
b. social services	
G. (sect. 2) Specifics relating directly to specific problems and areas within the region.	2
H. Here's what this plan will benefit you personally.	2
I. Government cooperation on all levels.	1
J. Be supportive to the Regional Development Plan individually and collectively.	2


24


SJT:bt



II. AV Presentation

- A. Recognize the geographic area involved in the Regional Development Plan.
 - 1. Eight County Area
 - a. Genesee
 - b. Livingston
 - c. Monroe
 - d. Ontario
 - e. Orleans
 - f. Seneca
 - g. Wayne
 - h. Yates
- B. Understand the Regional Planning Board and its planning process.
- C. Realize the need for organizational and directional planning now and in the future.
- D. Recognize the existence of the Regional Development Plan.
- E. Understand the issues confronting the Regional Development Plan.
 - 1. Community development
 - a. land use
 - b. economic development
 - 2. Natural Resources
 - a. environmental management
 - b. agriculture
 - c. parks, recreation and open space
 - 3. Transportation
 - 4. Public Utilities
 - 5. Human Resources
 - a. housing
 - b. social services
- F. Understand the Regional recommendations relating to specific issue areas of the Plan.
- G. Be supportive to the Regional Development Plan individually and collectively.


SJT:bt

MAY 1

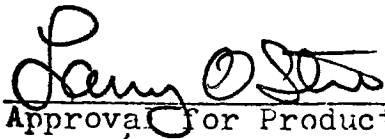
Date: ~~April 28~~, 1975

Memo to: Larry Stid

From: R. Roger Remington, Steven J. Tagg

Subject: Approval for Production of:
A. A Vote For The Future (Exhibit)
B. Getting A Hand On Tomorrow (Audio-Visual Program)

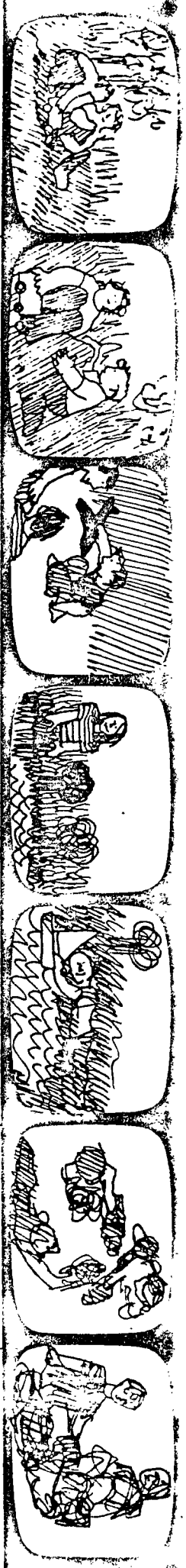
The corrections made in the visual design, copy and script have completely satisfied the changes stated by Mrs. Arlene Geismann (meeting of April 23, 1975) and Dr. Stuart Denslow (memo of April 22, 1975).


Approval for Production

Date May 1, 1975

Approval for Production Date _____

SJT:bt

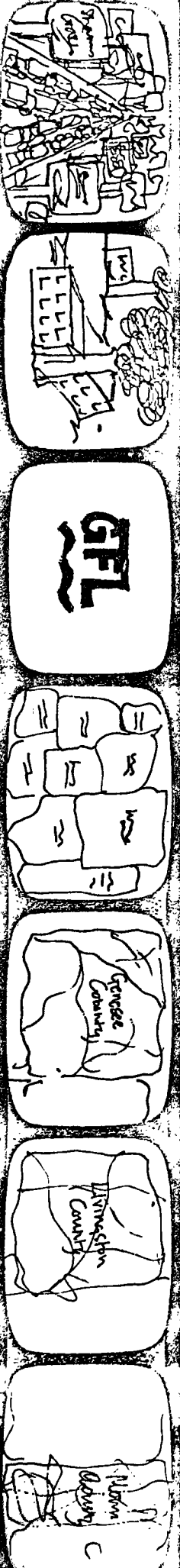


1	P	Children playing in sandbox. Densely buildings town. Buildings surrounding Run & part by cars, trucks - constant.
2	P	Close shot of above only. angle
3	P	Closure of children's support in photograph. They are playing quietly. My child 'sawing'.
4	P	Closure of other area of children's. Behind, maybe - perhaps 'pale' plane. Slide in sand.
5	P	Child sailing miniature boat in pond.
6	P	Children continuing with their construction. Pump trucks rising. Perhaps attention to illustrate actual view busy tots. What then occur.
7	P-	Another angle.

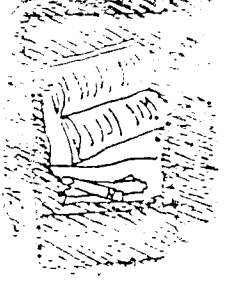
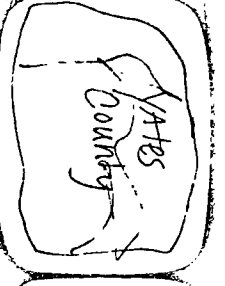
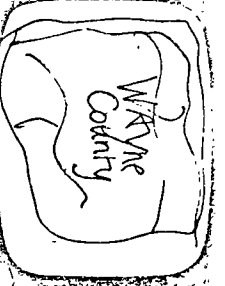
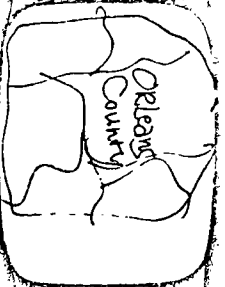
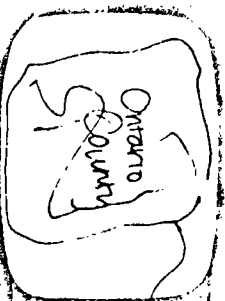


8	P- Child, activity, cont's: Carried records and additions, employs angle over shoulder to partially wrap up. implied. 1 child in, edifice magnified.	9 P- at this point photo. acts face like carved foundation from 8 to 9. Perhaps closure of child's hands of building toy can only "nail" for bowed by head cuts.	10	P- Family scene	Industrial area	11	P- Person in work environment	12	P- Shopping plaza	clay's shopping	13	P- Citizens	gathering in park.	14	P- Statue	image of polluted water beached fish.
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Appendix 5



15	P-	16	P-	17	Art-	18	Art-	19	Art.	20	Art	21	Art.
Flintstone Rd. over- hanging cliffs.	Factory building smoke	GFLPB Logo	M&P General Food Labels	General Co.	Livingston Co.	Monroe Co.							



#22

Art

Ontario Co.

#23

Art

Orleans Co.

#24

Art

Seneca Co.

#25

Art

Wayne Co.

#26

Art

Yates Co.

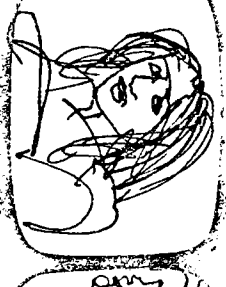
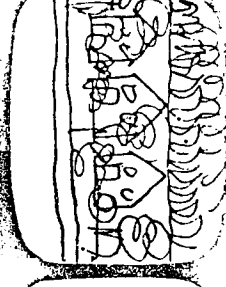
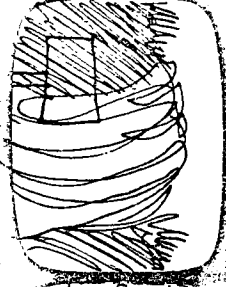
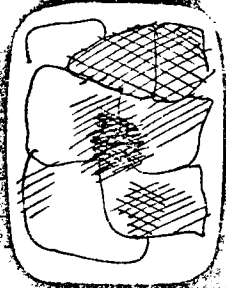
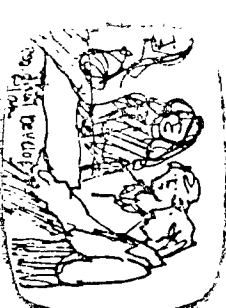
#27

Art

The Regional Development Plan

#28

P- Regional Dev. Plan Project being studied by person - Wayne Restrictive set.



#29

P-

RDP obvious in meeting

#30

Art

to illustrate survey population statistics

#31

P-

Natural resource area - appropriate sign to indicate regional protection

#32

P-

Riverbank or appropriate design residential area

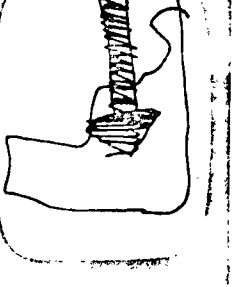
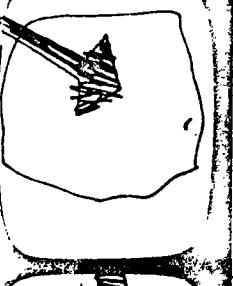
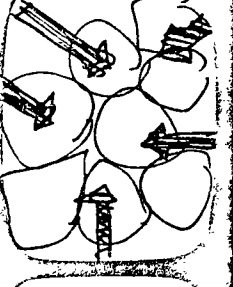
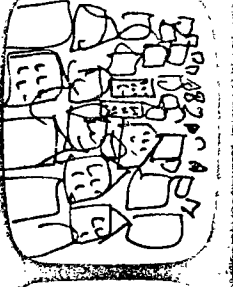
#33

P-

interesting photographs of

#34

#35



#36

#37

#38

Art

Title

#39

P-

Urban sprawl

#40

Art

sketch on a county map to indicate

#41

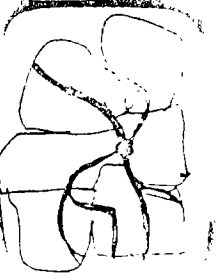
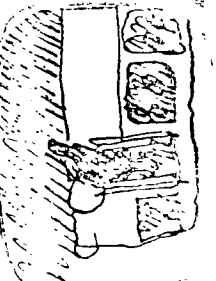
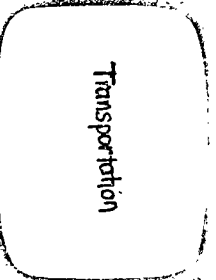
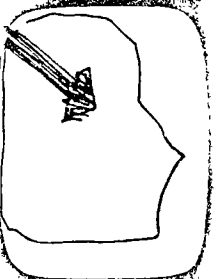
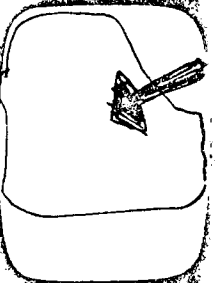
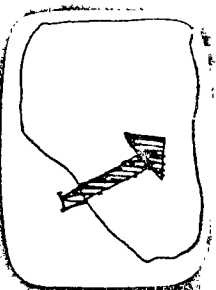
Art

closeup on a growth corridor

#42

Art

Closeup on a growth area



143

Art-

Closeup one growth area

144

Art-

Closeup growth area

145

Art

Closeup growth area

146

P-

City of Rochester - Downtown

147

Art

Title

148

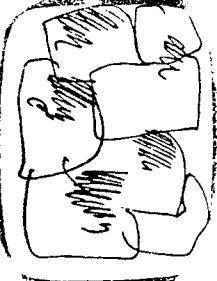
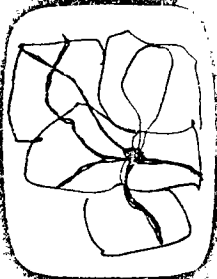
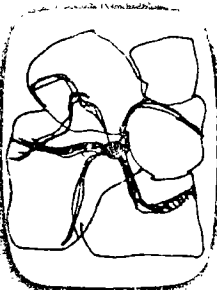
P-

Resident Branding bus

149

Art

Intra-Regional Transportation System Lines to Illustrate INTRA concept on map



150

Art

Same as above

151

Art-

Lines on map to indicate limiting of new transportation lines

152

Art

Lines illus extent of transportation related & mass transit systems on B Co. map.

153

Art

Title

154

P-

Citizens in environmental service setting

155

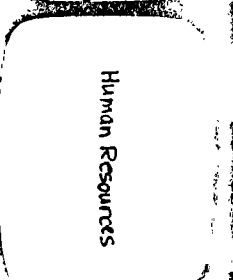
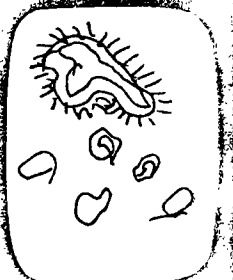
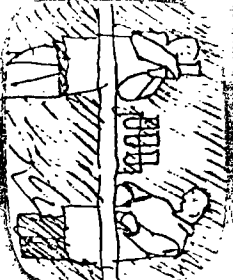
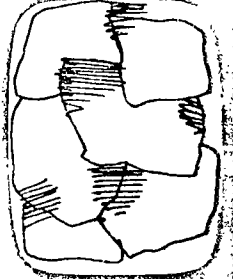
Art-

Map of Regional Area. Sensitive areas highlighted

156

P-

Unique environmental area



157

P-

Abundant score

158

Art-

Title

159

Art-

To indicate areas of utility extension

160

P-

Technicians testing wells

161

P-

Water specimen

162

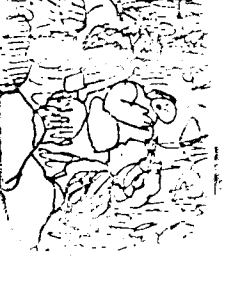
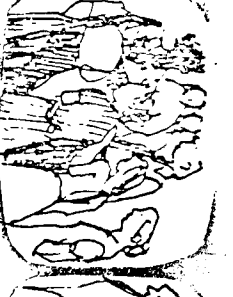
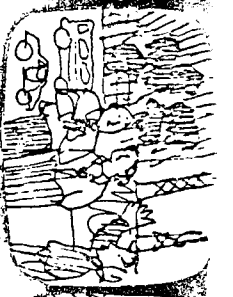
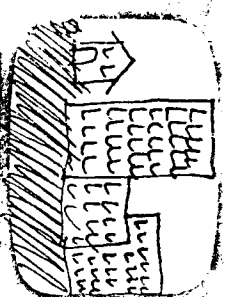
P-

Garbage collectors' banding

163

Art

Title



164

P-

Various housing

165

P-

Social worker in home of family

166

P-

Regional Development Plan

167

P-

Individuals studying plan

168

P-

Citizens

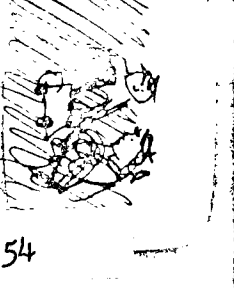
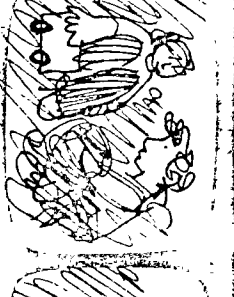
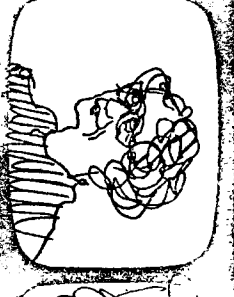
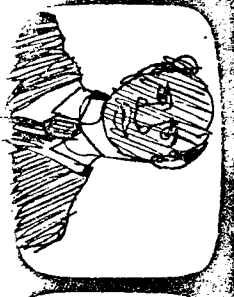
169

P-

working together

170

P-



171

P-

Citizens working together

172

P-

Citizens

173

P-

Citizens

174

P-

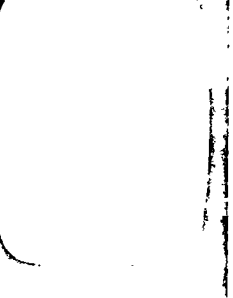
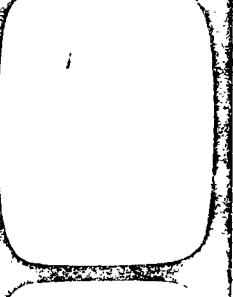
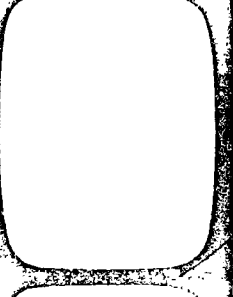
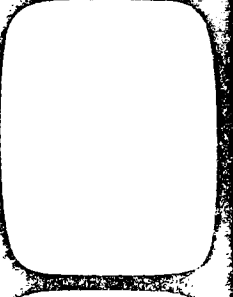
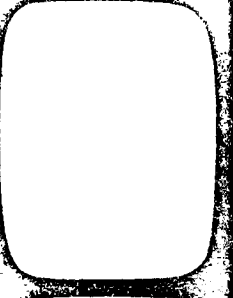
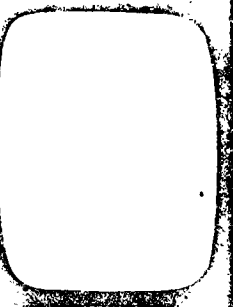
Citizens

175

Camera returns to children observed at beginning of presentation - to highlight conclusion

176

177



1876

1879

1880

1881

1882

1883

1884

The Genesee Finger Lakes Regional Planning Board . .

Presents

The Regional Development Plan - "Getting a Hand on Tomorrow"

AV Medium; Dissolve/Slide/Tape
Presentation, One Central Narrator;
occasional "Voice Over" Technique
employed

Estimated Delivery -- 22-25 min.

Total Slides - 77

Art - 31

Photographs - 46

Long establishing shot.

1. P - Children playing in sandbox.
Busily building a town. Buildings,
roadways, river and park. Toy cars,
trucks evident.

(Narrator - Warm, friendly,
human)

"Perhaps one of the most unique
qualities we human beings seem
to share is our ability to plan,
(Voice Over of children discussing
their activities. Perhaps "Make
it higher, Joey") (Background
sounds of children's clatter,
chatter, humming.)

2. P - Closer Shot of above.
Different angle.

"to continually look for ways to
build upon and improve our
environment.

3. P - Closeup of children, air-
port in progress. Toy airplane,
guided by child, "landing".

(Voice Over of children.) "And
here's the airport." "Blrrr"
(sound of airplane landing.)

4. P - Closeup of other area of children's contrived Region. Perhaps simulated "park", tree greenery, flowers stuck in sand.

5. P - Child sailing miniature boat in "pond"

6. P - Children, continuing with their construction. Dump trucks busy. Perhaps overview shot to illustrate "aerial" view of busy tots, environment they're creating.

7. P - Children. Another angle. Building continues.

8. P - Childrens activity continues. Camera records their additions, employs angles over shoulder, thru construction etc. to partially incorporate impression of children, tho edifices are magnified.

"Just about all of us have stored away a number of good ideas and important dreams

(Voice Over of children -

"A park where children can play.")

that, if given a chance, could improve the quality of life for ourselves and for others.

(Voice Over of children "And here's a lake for fishing.")

This kind of thinking is a good thing (Voice Over - squeaky little girl "Where's the shopping center?")

because today we are facing many new problems (Voice Over "Hey, you guys almost forgot the thruway.")

(Voice Over - another girl "Well don't put it in front of my house.")

and we need to find ways in which we can take positive action and solve these mutual problems.

9. P - Photography from this point enters "real" life. Transition from photograph 8 to 9 must be carefully planned by photographer to create fluid, visually acceptable "step" between two worlds. Perhaps closeup of child's hands guiding toy car on "road", followed by real cars, traffic.
10. P - Family scene. Residential area.
11. P - Person in work environment
12. P - Shopping plaza, citizen shopping
13. P - Citizens, picnicing in park
14. P - Stark, shocking image of polluted water, beached fish
15. Photograph. Henrietta Road, overwhelming clutter, sprawl. (more strip commercial than signs; include traffic)
16. Photograph. Factory, belching smoke
17. Art - Genesee Finger Lakes Regional Planning Board Logo

The mobility of our way of life, which is an accepted and growing trend,

the fact that we live in one area,

and work,

shop

and play in other locations has increased our interdependency.

Like our way of life, our problems are crossing political boundary lines as well.

They have become regional problems which must be resolved by regional cooperation.

The Genesee Finger Lakes Regional Planning Board was created for the purpose of joining the counties the area together in seeking ways of dealing with area-wide issues ways to improve today and get a good hand on tomorrow.

18. Art - Map of Genesee Finger Lakes Area, overview - eight counties shown.

By closely interacting with citizens in each of the eight counties --

19. Art - Closeup of Genesee County on above art plate.

Genesee County,

20. Art - Closeup of Livingston County on above art plate.

Livingston County,

21. Art - Closeup of Monroe County on above art plate.

Monroe County,

22. Art - Closeup of Ontario County on above art plate.

Ontario County,

23. Art - Closeup of Orleans County on above art plate.

Orleans County,

24. Art - Closeup of Seneca County on above art plate.

Seneca County,

25. Art - Closeup of Wayne County on above art plate.

Wayne County

26. Art - Closeup of Yates County on above art plate.

and Yates County,

27. Art - The Regional Development Plan

(MUSIC UP...)
the Planning Board has completed
intensive study of the area and
has prepared a flexible Regional
(MUSIC OVER...OUT)
Development Plan to guide future
growth

28. Photograph - Regional Development Plan Booklet. Being studied by person. Warm, realistic setting. Care should be taken not to represent Plan as star, printed booklet but, rather, a realistic, working tool.

29. Photograph - Regional Development Plan obvious in meeting.

30. Art - To illustrate script population statistics.

31. Photograph - Natural resource area, appropriate sign to indicate regional protection.

32. Photograph - Riverton or appropriate designated developmental area.

It is the overall purpose of the Plan to create a physical, social and economic environment which is responsive to the needs of the people, private and business interests and the institutions within the Region.

The Plan suggests means of shaping development over the years and is intended to be used as a reference source by citizens and public officials involved with decisions influencing regional growth.

The Plan is designed to accommodate in stages, a regional population of 1.5 million, a 37% increase over 1970. This population will probably be reached near the year 2000.

The Plans proposals will enable the Region to manage its natural resources by identifying locations for development which will cause the least destruction to our environment.

33. thru 37. Interesting photographs of citizens, average looking. Perhaps housewife, farmer, laborer, teenager, etc.

34.

35.

36.

37.

38. Art - Title - Community Development will appear over map of eight county area; each following issue title, to be enhanced in script by action plans and recommendations of the Plan, will appear in order, build-up. At conclusion of issue appearance, total list of issues Plan addresses spread across map to illustrate interrelationships of issue areas and recommendations to area.

39. Photograph - Urban sprawl

The citizens of the Area have made the Board aware of the problems which they feel affect the life style and character of the regional community.

As a result of their concerns, the policies which shape the Regional Development Plan focus on each of these problems and offer specific recommendations and action plans for correcting existing problems and providing for future needs.

One major concern is the development of the Regional Community.

The Regional Development Plan condemns haphazard and unsightly urban sprawl. It is an inefficient and costly waste of land, water and energy resources.

The plan offers strategies for proper land use and economic development which will have both immediate and future applications.

40. Art - Arrows on eight-county map to illustrate direction of future growth to specified areas.

Future growth is directed to areas within or near existing cities and villages

41. thru 45. Art - to illustrate five major growth corridors on eight-county map, each illustrated with an arrow, or grouping of faces to indicate population.

and the following five major growth corridors - Route 104 East,

42. Art - to accompany script

Route 490 East,

43. Art - to accompany script

The Genesee Expressway,

44. Art - to accompany script

Route 490 West

45. Art - to accompany script

and Route 31-104 West.

Population growth will be encouraged in these identified areas.

46. Photograph - City of Rochester. Downtown.

The Plan is designed to enable the City of Rochester to maintain its position as the dominant metropolitan center.

47. Art - Same as Art Plate 38.
Build up with Title Added
"Transportation".

In addition to Community Development, the Regional Development Plan recognizes the importance of Transportation and the influence such systems exert upon the pattern of regional development.

48. Photograph - Resident boarding bus.

To residents, transportation represents a significant "life-line" and plays a major role in achieving their goals.

49. Art - Intra-Regional Transportation System.
Lines, appropriately, to illustrate concept on county map.

The Transportation System sponsored by the Plan is divided into facilities which link developed areas of the Region

50. Art Inter-Regional Transportation System.
Lines, appropriately, to illustrate concept of county map.

and facilities which connect the Region with the national marketplace.

The Plan discourages any unnecessary new transportation links.

52. Art - Illustrating extent of transportation routes and mass transit systems on eight county map.

and supports major transportation routes with mass transit systems within areas designated for growth.

53. Art - Same as Art Plate 38.
Build up with title added "Natural Resources".

54. Photograph - Citizens in environmental sensitive setting.

55. Art - Map of Regional Area.
Sensitive areas highlighted.

56. Photograph - Unique environmental area.

57. Photograph - Abundant scene.

58. Art - Same as Art Plate 38.
Build up with title added "Public Utilities".

Another problem area identified by citizens concerns our valuable Natural Resources.

The people of the Genesee/Finger Lakes ²¹²⁰ recognize that they enjoy an unmatched setting which must be safeguarded now and in the future.

The recommendations of the Regional Development Plan are aimed toward protecting and further enhancing our environment.

Areas of high environmental value including shorelines, marshes, and flood plains will be guarded against undesirable growth.

Unique agricultural lands will also be shielded and agricultural activities will be supported and expanded, as necessary.

Public Utilities represent another area of citizen concern which is addressed by the Regional Development Plan.

59. Art - to indicate areas of utility extension. Faces or some art symbol should also appear to indicate growth areas.

To insure more efficient and environmentally sound methods of providing utilities, the Plan includes recommendations for water sewer and solid waste systems.

Public utility systems should be extended to serve particular growth areas. Services should not be provided where growth is not desired.

60. Photograph. Technician testing water.

The Plan recommends further improvements of our existing water supply and encourages inter-municipal systems.

61. Photograph: Water specimen

Sewer treatment systems will also be developed to upgrade our quality of water and meet established standards.

62. Photograph - Private Garbage Collector, Suburbia.

The plan proposes that more communities consider contracting with private collectors for solid waste collection. Counties are urged to administer solid waste disposal and establish solid waste ordinances.

63. Photograph - Educational or Training Environment.

To insure a high level of public services and a quality living environment for every citizen in the region, the plan suggests an increasing awareness of social problems and human service needs. Health, shelter, employment, education and social services must be provided on a more coordinated basis, especially to multi-problem families.

64. Photograph - Human services training situation.

The plan recommends that duplication of social services be eliminated wherever possible so that delivery costs can be reduced.

65. Photograph - Low income, attractive neighborhood.

A variety of housing must also be provided which meets the needs of all the people.

66. Photograph - Regional Development Plan.

As created by the Genesee/Finger Lakes Planning Board, the Regional Development Plan offers the vital directions and specific actions necessary to produce balanced regional development and maintain a quality environment for the enjoyment of its citizens.

67. Photograph - Individuals studying Plan.

At present, the Regional Plan represents a beginning, a new thrust which requires continuous regional support.

68. Photograph - Citizens, working together.

With the ^{helping} support of all levels of government,

69. Photograph - Citizens, working together.

private citizens,

70. Photograph - Citizens, working together.

public officials and other leaders, the Plan can significantly influence and guide our future activities.

71. Photograph - Citizens, working together.

Achieving the goals of the Regional Development Plan now rests with the people it has been designed to serve, to transform recommendations into reality.

72. Photograph - Citizen

There is work for each individual in every part of the Region--

73. Photograph - Citizen

of every color, creed, age and occupation.

74. Photograph - Citizen.

And that work must begin now ---
(Music up - Subtle) by urging
all leaders to use the Plan
as a guide when making development
decisions.

75 - 77. Camera returns to
children observed at beginning
of presentation - to lighten
conclusion.

(Children heard barely in back-
ground. Now audible) By under-
taking these individual initiative
and contributing our fair share of
time, and energy to the support
of the plan, we can all soon look
forward to an improved environment
and a better quality of life.

(Music Over, Out.)

Corporate Logo
Credits

PANEL B

Head: ISSUES

Copy: Practically every level in our society is, at present, facing many new and serious problems. Dwindling natural resources, the lack of decent housing, pollution...the evidence is staring us in the face and is also affecting our overall quality of life. Today, more than ever before, we need to find ways in which we can take positive action and solve these mutual problems.

The mobility which characterizes our way of life\ also complicates our problems and increases our interdependence. For example, the majority of citizens live in one location..work..and shop in other areas. Because of this mobility, our problems are crossing ^{COUNTY}~~political~~ boundary lines. They have become regional problems which must be resolved through regional solutions.

For example, the sewage dumped into a stream is ~~representative of~~ a typical regional problem. It does not stop at the county boundary line but continues to travel and spread pollution to other communities. Likewise, the construction of a shopping center near a county line affects adjacent counties and influences their development and land use. The transportation system or road network of one county is frequently used by residents who live elsewhere and must travel to work at another location. Restrictive zoning practices prohibit the availability of low-income housing and apartments for citizens in many areas of the region.

PANEL B (CONT)

In order for us to deal with these and other area-wide concerns, we need a means of uniting counties within the region. By cooperating to gain fresh insights and implement new directions, we can look forward to solving our problems and planning for the future together!

PANEL C

Head: REGION

Copy: The eight-county Genesee/Finger Lakes Region enjoys an unmatched setting which extends from the Lake Ontario lowlands to the foothills of the Appalachian Mountains...from the Genesee River gorge to the vistas of the Finger Lakes.

..The eight-county area includes 4,270 square miles. Nearly half of this^{land} is used for agricultural activities.

..The region's largest city, Rochester, is the third largest urban community in the State.

..Between 1960 and 1975 the region experienced a population growth rate of 18.7 per cent to a total of over 1,100,000 persons.

..The area contains several major water resources, including 90 miles of Lake Ontario shoreline, eight major lakes, the Genesee River and its tributaries, and the Barge Canal.

..The area includes some of the most productive farm land in all of New York State and in the northeastern United States.

..Ten million tons of goods are shipped from the region each year over its 8,600 miles of highway, 800 miles of railroad, 120 miles of the Barge Canal system and from one public port and three airports.

..Approximately 29,400 ^{acres} areas of recreational land and parks are available for residents.

..Historic sites are numerous within the region.

PANEL D

Head: PROCESS

Copy: In 1967 a Regional Planning Board was created for the rapidly growing Genesee/Finger Lakes Area. An eight county partnership soon emerged to guide the future growth and development of the area and help meet the needs of an expanding population. The Board meets with citizens in the region to identify their concerns and goals, and to develop both short and long-range recommendations which take action on these priorities. The Board serves as an advisory body and relies upon community leaders to carry out the ~~recommendations~~ ^{Proposals} of the Plan.

Each county interacts with the Board through appointed voting members. The Board's working organization is made up of over 300 Board members, public officials and private citizens. Committees meet monthly or as required to conduct their activities. A staff of professional planners helps both the Board and its various committees.

COMMITTEES

- Crime Control Technical Advisory
- Economic Development
- Human and Cultural Resources
- Intergovernmental Coordinating
- Natural Resources
- Policies and Goals
- Technical
- Transportation
- Utilities Planning⁷¹.

PANEL E - PLAN

Copy: The Genesee/Finger Lakes Regional Planning Board has completed an intensive five year study of the eight-county area. The major task of the regional planners was to prepare a comprehensive Regional Development Plan to guide future growth--a plan which can adjust to changing conditions and remain valid over a long period of time.

It is the overall purpose of the Plan to achieve a physical, social and economic environment which is responsive to the needs of the people, private and business interests and the institutions within the region. The Plan is intended to be used as a reference source by citizens and public officials involved with decisions influencing regional growth.

The Plan is designed to accommodate, in stages, a regional population of 1.5 million, a 37 ^{percent} increase over 1975. This population will probably be reached near the year 2000. Plan suggestions will enable the region to manage its natural resources by identifying locations for development which will cause the least impact to our environment.

The Regional Development Plan makes these major recommendations to the regional community.

- o Future growth should be directed in areas within or near existing cities and villages, new communities such as Canada and Riverton and the following five major growth corridors - Route 104, Route 490 East, The Genesee Expressway, Route 490 West and ~~the~~ Route 31-104 West.

PANEL E (CONT)

- o Policies should be encouraged which will enable the City of Rochester to maintain its position as the dominant metropolitan center.
- o New transportation links should be limited. Major transportation routes with mass transit systems should be supported within areas designated for growth.
- o Areas of high environmental value including shorelines, marshes, flood plains and unique agricultural lands should be protected.
- o Public utility systems should be extended to serve designated growth areas. Water, sewer and solid waste management systems should be inter-municipal or regional, where possible.

PANEL F

Head: PROPOSALS

Copy: The citizens of the Genesee/Finger Lakes Region have made the Board aware of the issues they feel will affect the life style and character of the regional community. The policies which shape the Regional Development Plan focus on each of these issues and offer specific recommendations for correcting existing problems and providing for future needs.

Sub-Head: NATURAL RESOURCES

The Regional Development Plan proposes to protect and further enhance our environment. A variety of Plan actions will enable the regional community to protect its remaining natural resources by controlling the location of new development and directing growth to specified areas.

- o Development will be discouraged in areas of high environmental sensitivity including shorelines, marshes, forests, steep slopes and flood plains.
- o Agricultural activities will be supported and expanded, as necessary. Unique agricultural lands will be protected from undesirable growth.
- o A system of parks and recreational areas will be developed, allowing access to the natural resources of the region. The special recreational needs of the urban dweller will also be met.

PANEL F

Sub Head: COMMUNITY DEVELOPMENT

Copy: The Regional Development Plan condemns unplanned urban sprawl as an inefficient and costly waste of land, water and energy resources. It directs community development to existing urbanized locations, new communities and major growth corridors. Strategies for proper land use and economic development are suggested within the Plan which will have both immediate and future applications.

- o The City of Rochester and sub-regional urban centers will be strengthened and revitalized.
- o Major activity centers will be created to provide employment, commercial and service systems and offer a variety of life-styles and residential dwellings.

PANEL F

Sub Head: HUMAN RESOURCES

Copy: The Regional Development Plan is designed to insure that every citizen of the region has access to a high level of public services and can enjoy a quality living environment. The Plan offers suggestions for increasing the awareness of social problems and developing functional solutions through social programming.

- o ~~Create and maintain~~ Attractive neighborhoods *will be created and maintained.*
- o ~~Provide~~ human service needs including shelter, employment, health and educational facilities *will be provided* on a coordinated basis.
- o ~~Eliminate~~ the duplication of social services *will be eliminated* to reduce delivery costs.
- o ~~Offer~~ *A* variety of housing *will be offered to* which meets the needs of the total population.

PANEL F

Sub Head: TRANSPORTATION

Copy: The Regional Development Plan recognizes the influence transportation systems exert upon the pattern of development. Transportation represents a "life-line" to residents and plays a significant role in achieving their goals. The transportation system proposed by the Plan is divided into intra-regional facilities which link developed areas of the region and inter-regional facilities which connect the region with the national marketplace. Recommendations for both systems are highlighted as follows:

Sub Head Intra-Regional Transportation System

- o New links in the transportation system will be limited; existing transportation facilities will be improved for major use in the areas designated for growth.
- o Major routes will include comparable levels of highway and mass transit service.

Sub Head Inter-Regional Transportation System

- o Both passenger and freight rail services will be upgraded.
- o Commercial and general aviation facilities will be improved.
- o The recreational potential of The Barge Canal and the Port of Rochester will be developed.
- o The Genesee Expressway will be completed to the Southern Tier Expressway.

PANEL F

Sub Head: PUBLIC UTILITIES

Copy: The Regional Development Plan recommends policies which insure more efficient and environmentally sound methods of providing utilities. According to the Plan, major utilities will only be delivered to areas designated for development. Such services will not be provided where development is undesirable. Utility systems proposals are as follows:

Sub Head: WATER SUPPLY - Further improvements will be made to expand ^{hyphen} intermunicipal water supply and transmission systems. The Plan would create a proper balance between Lake Ontario and inland water sources for future water supplies.

Sub Head: WATER POLLUTION CONTROL - Sewer treatment systems will be developed to upgrade water quality and meet established standards. ^{hyphen} Intermunicipal connections will be initiated wherever possible. New or expanded facilities will be provided only for identified areas of development.

Sub Head: SOLID WASTE MANAGEMENT - Solid waste collection throughout the region shall remain the responsibility of municipalities and private collectors. Identified communities and towns not presently contracting with private collectors should consider such contracts. Solid waste disposal will be administered by the counties. Monroe County's existing long-range program of resource recovery will be utilized. The Plan suggests the use of 24 multi-municipal landfills in the other seven counties.

PANEL G

Copy: As the basic recommendations of the Regional Development Plan are adopted, they will impact various communities and improve conditions throughout the area. Specific actions, as they relate to each of the eight counties, are summarized below:

GENESEE COUNTY

- Concentrate urban growth in and adjacent to LeRoy and Batavia;
- Enact flood^{2 words}plain zoning and management techniques to protect lands which are adjacent to streams subject to seasonal flooding;
- Protect key agricultural areas;
- Concentrate future rural population in and adjacent to established communities.

LIVINGSTON COUNTY

- Concentrate growth within the Genesee Expressway corridor and restrict sprawl in the outlying areas of the county;
- Cluster higher density development near the Villages of Avon and Geneseo;
- Minimize adverse environmental impact caused by development;
- Develop linear parks along rights-of-way and natural features to guide development.

MONROE COUNTY

- Contain growth within existing urban areas and defined development corridors on lands suitable for such purposes;
- Use multi-modal transportation facilities and utility improvements to achieve desired development objectives;

Enhance the position of Rochester as the dominant regional center by: encouraging new residential, commercial and industrial development; maintaining the quality of residential neighborhoods, dispersing low and moderate income housing throughout the county and limiting extensive commercial development in the suburbs.

Preserve and protect the environmentally sensitive Lake Ontario Shoreline, the Irondequoit Bay area and viable agricultural areas from new development. ✓

ONTARIO COUNTY

Concentrate growth in the Rochester-Canandaigua corridor and encourage development of higher density residential growth within this area;

o Encourage bi-modal transportation facilities within the corridor;

Support existing urban concentrations and provide for orderly extensions of development;

Protect and manage the Shoreline of the Finger Lakes and the Bristol Hills area.

ORLEANS COUNTY

Concentrate growth in and adjacent to the Villages of Holley, Albion and Medina;

o Achieve economic stability;

Improve intra-regional transportation facilities serving the county;

Limit development north of Route 104, seek to preserve the Lake Ontario Shoreline and improve public access to the shore.

SENECA COUNTY

- Concentrate growth in the Waterloo-Seneca Falls corridor to create a sub-regional center;
- Concentrate development in the southern part of the county in areas adjacent to Ovid, in order to protect agriculture and relieve development pressures near the lakes.

WAYNE COUNTY

- Support the development of Gan^aada;
- Cluster growth within or adjacent to the several villages, hamlets and small communities in the county;
- Restrict new development near the shoreline, wetlands and orchards.
- Preserve the character of Sodus Bay.

YATES COUNTY

- Cluster development within, or adjacent to Penn Yan;
- Preserve and protect the prime agricultural lands in the county;
- Limit development near the lakes to protect ^{their} ~~the~~ quality, of the lakes.

Or M W S
GEN L ON Y

PANEL H (1)

Head: BENEFITS

Copy: The basic recommendations of the Regional Development Plan are intended to improve the quality of life and the overall living environment in the Genesee/Finger Lakes Region. When implemented, all citizens will benefit from the Plan. We all stand to gain from improved services, greater housing and employment opportunities, improved transportation, cleaner water. For all citizens the Plan offers an improved environment, optimum use of valuable land, orderly development patterns.

The results of the Plan will benefit the following community groups within the region:

Citizens of the region - The most important consideration in the development of the regional Plan is the interests of the general public. The Plan was created in response to the concerns which were expressed by citizens within the region. It is the purpose of the Plan's recommendations to serve the interests of the general public by making the region a better place for citizens and providing quality services to help citizens achieve their goals.

While other agencies and local government use the recommendations of the Plan directly, its benefits are aimed at the individual and offer protection of his future and that of his children.

Government Officials - Government officials, county legislators, and state, regional and local representatives will share the major responsibility for carrying out the Regional Plan. Their recognition of regional needs, and support of adequate programs and provision of public funds is essential to foster the development which the Plan recommends.

Farmers - The Regional Plan supports our valuable agricultural activities and is shaped to protect existing investments and increase productivity. The Plan recommends protection and potential expansion of high value production land.

Businessmen and Industrialists - The Plan recognizes the importance of maintaining a stable industrial economy within the region. To achieve a healthy economy and yet maintain a quality environment, the Plan suggests locating major new industrial activities in appropriate locations within existing urban areas. Downtown Rochester should be enhanced as the region's business and financial center. The public services necessary to meet the region's economic needs should be sensitive to the concerns of human and cultural environment.

Environmentalists - The Regional Development Plan supports the maintenance of a quality environmental environment and advocates strict regulations to protect the Finger Lakes, Lake Ontario and the Bristol Hills and make these areas available for public enjoyment. The quality of air and water must also be maintained. Specific actions are designed to encourage growth within existing urban areas and protect environmental areas.

PANEL I

Head: SUPPORT

Copy: As created by the Genesee/Finger Lakes Planning Board, the Regional Development Plan offers the vital directions necessary to produce a balanced regional development while maintaining a quality environment. The Regional Plan represents a beginning, a new thrust which requires continuous regional support. With the backing of all levels of government, private citizens, public officials and others, the Plan can significantly influence and guide our future activities.

Achieving the goals of the Regional Development Plan now rests with the people it has been designed to serve. Much work and effort still remain to transform recommendations into reality. By sharing common needs and implementing common goals, we can provide the strength and spirit necessary to give life to the Regional Development Plan. The future of the Regional Development Plan will be secured by the work of each individual in every part of the Region--of every color, creed, age and occupation. AND THAT WORK MUST BEGIN NOW!

We must urge our leaders to support the policies of the Plan and use it as a guide for making development decisions.

PANEL I (CONT)

By contributing our fair share of time, energy and spirit to the Regional Plan, we can all look forward to an improved environment and a better quality of life.

PANEL J

Head: PARTICIPATE

The Regional Development Plan recommends that the endless sprawl of development should be stopped as a means of protecting our natural resources. Do you feel that new growth should be directed to our existing cities, villages and development corridors within the region?

Yes No

The Regional Development Plan proposes that the City of Rochester should be revitalized and strengthened as a major economic center. Do you support this position?

Yes No

The Regional Development Plan suggests that more emphasis should be placed on our public transportation development and less on new highway construction. Do you agree?

Yes No

The Regional Development Plan proposes that new development should be restricted from our valuable agricultural areas, shorelines and flood plains. Do you support the preservation of our environmentally sensitive areas?

Yes No

The Regional Development Plan advises locating new employment opportunities within existing cities and growth corridors. Would you like to be able to live near where you work?

Yes No

A1

B1

B2

B3

B4

C1

C2

A Vote
For The
Future....

p1

Issues

p2

c 1

c 2

p3

p4

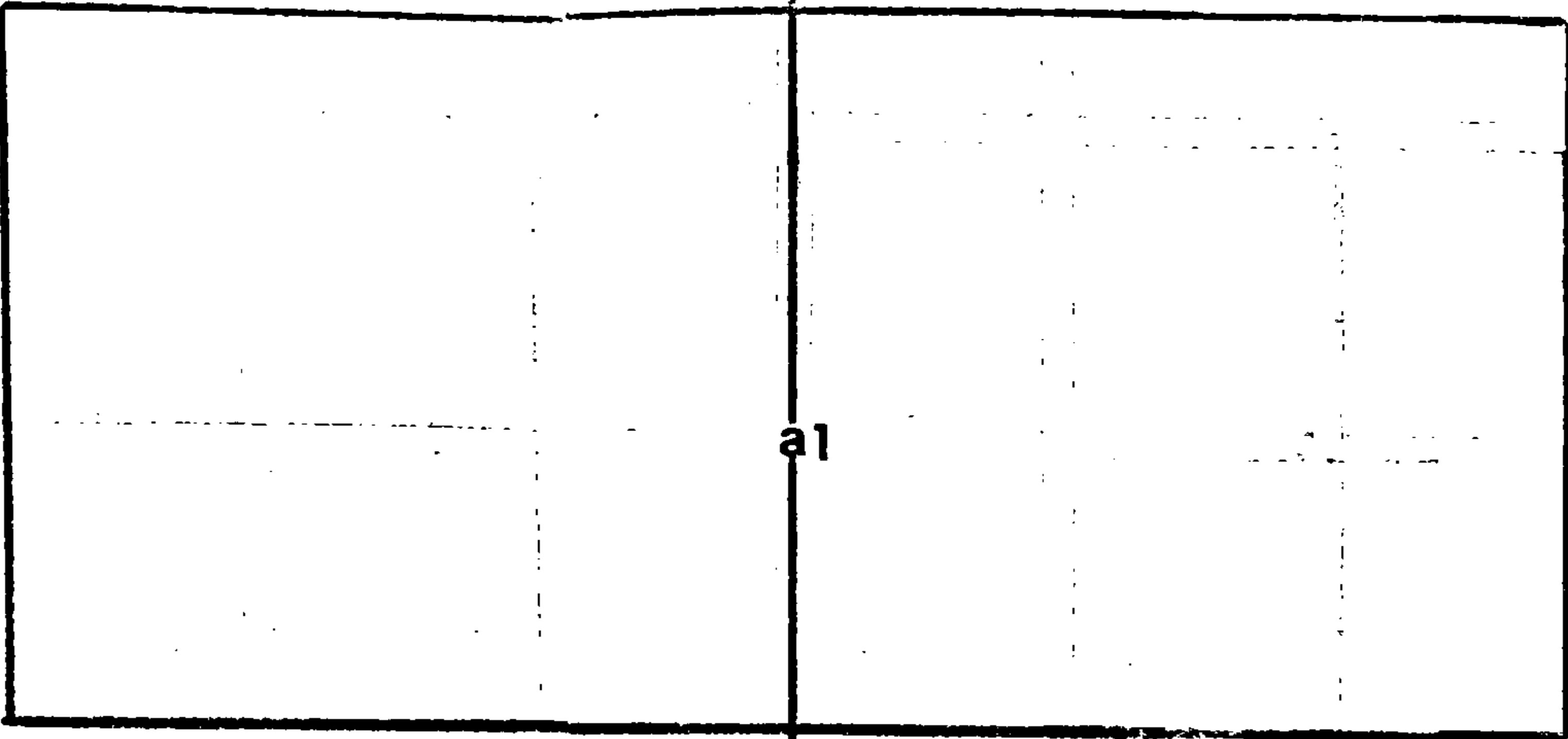
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Region

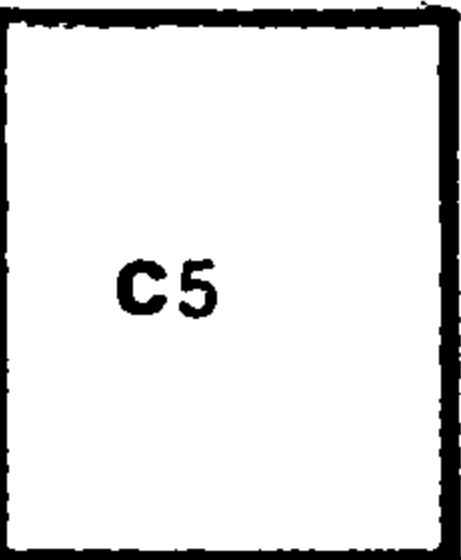
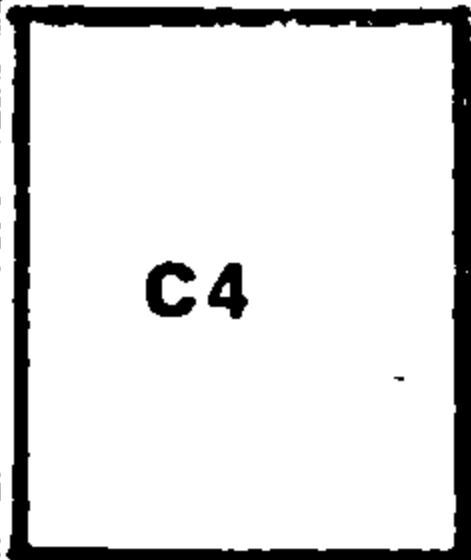
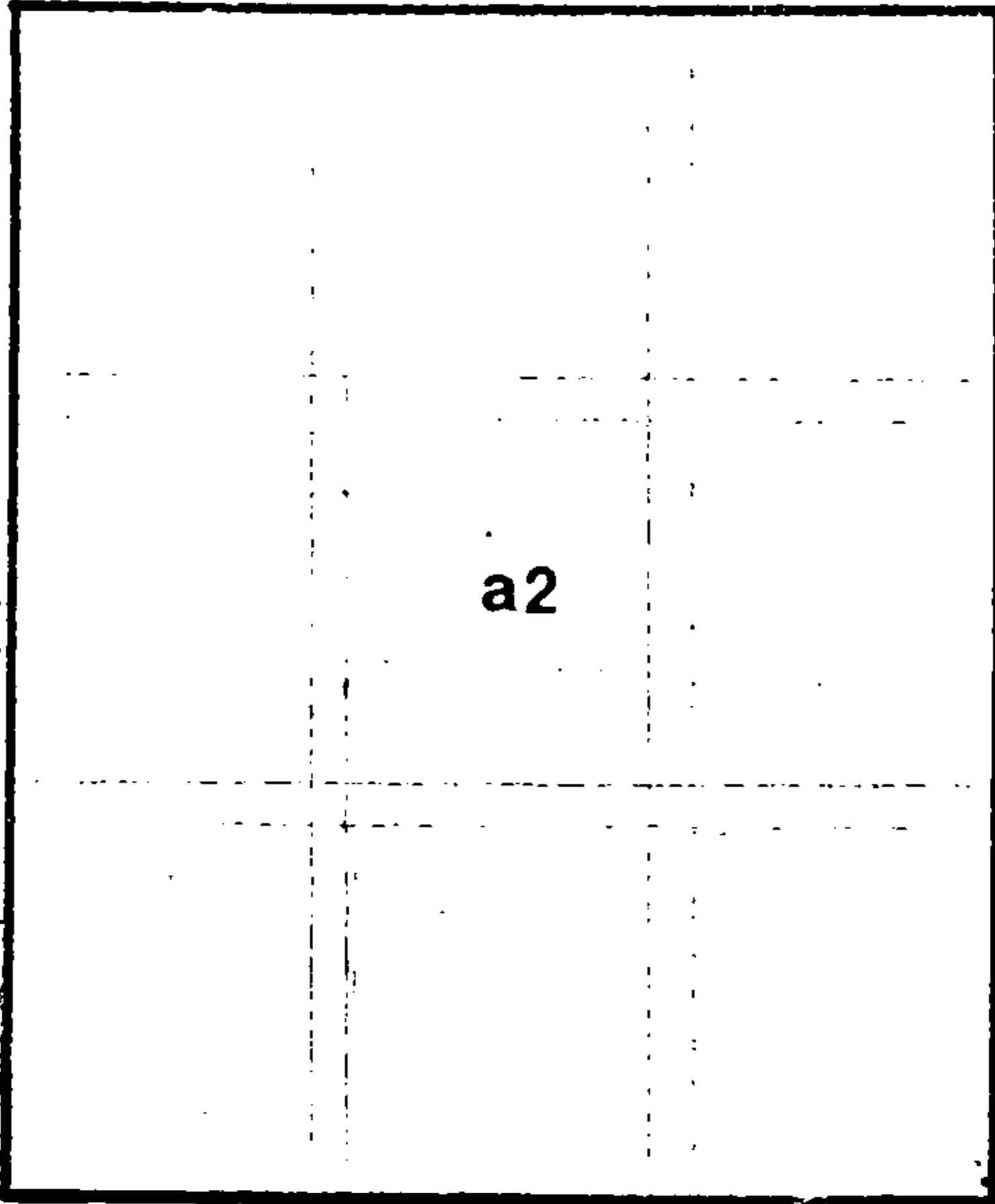
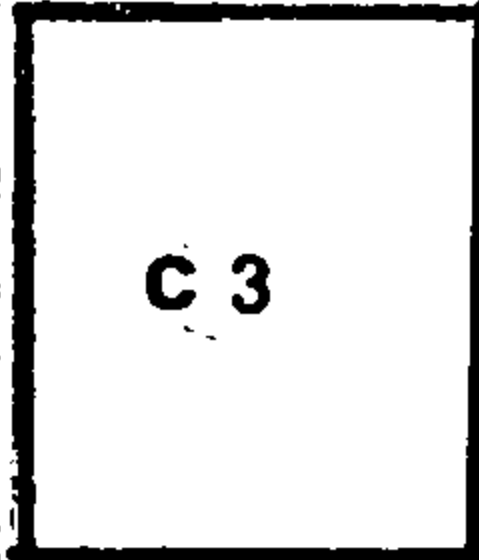
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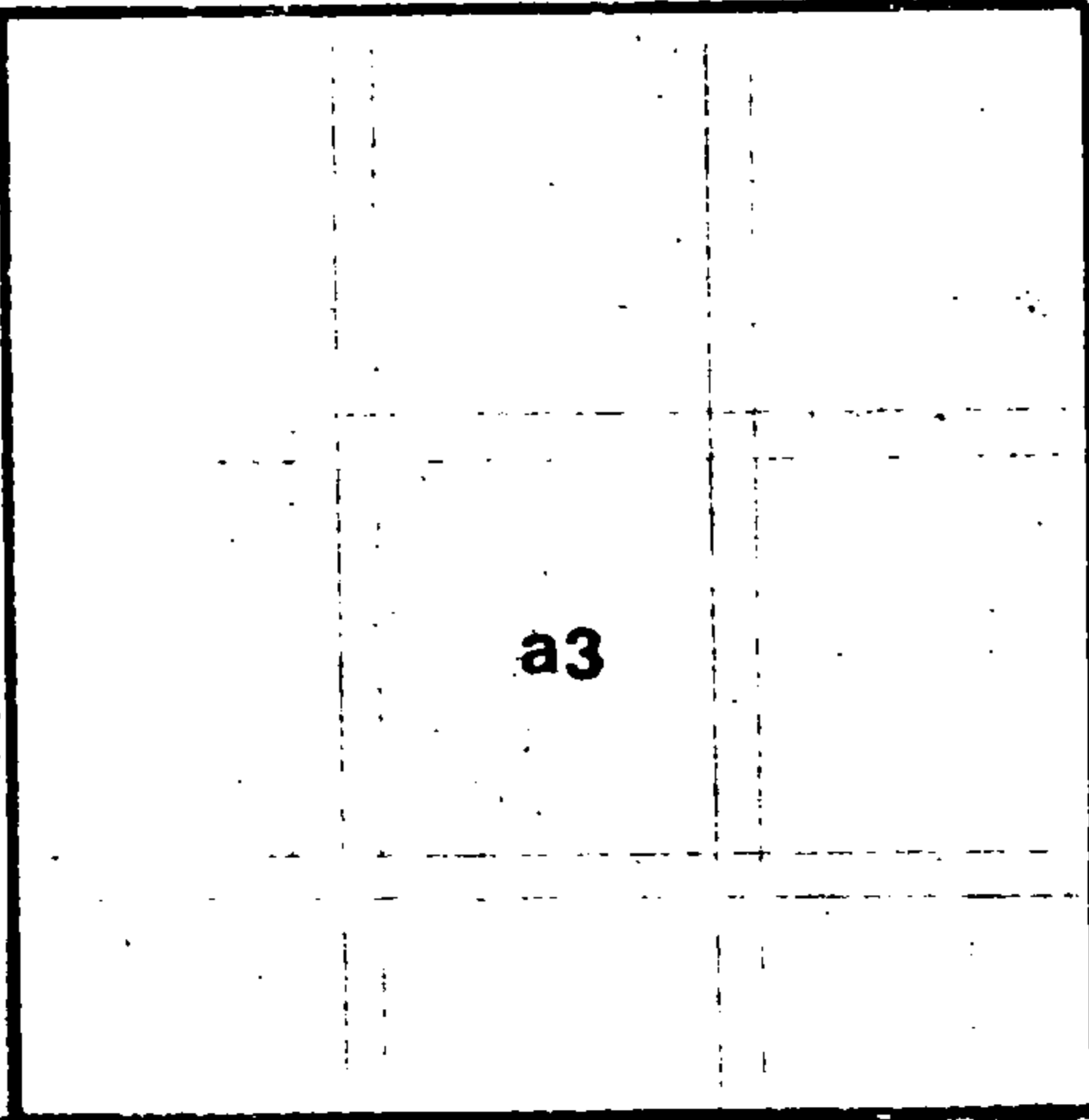
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Region



Process The Plan



he Plan

Proposals

E2

E3

F1

G1

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c6

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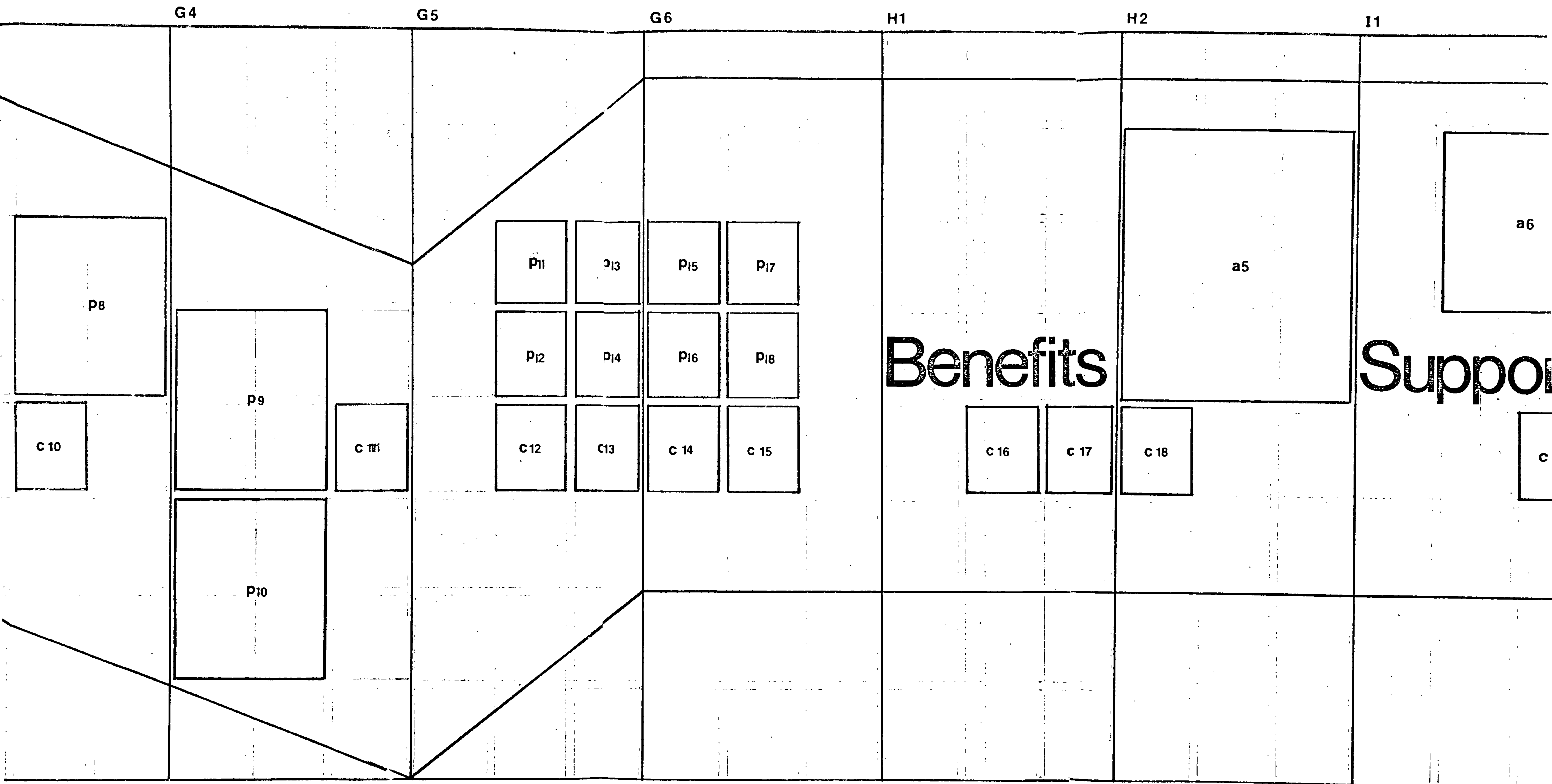
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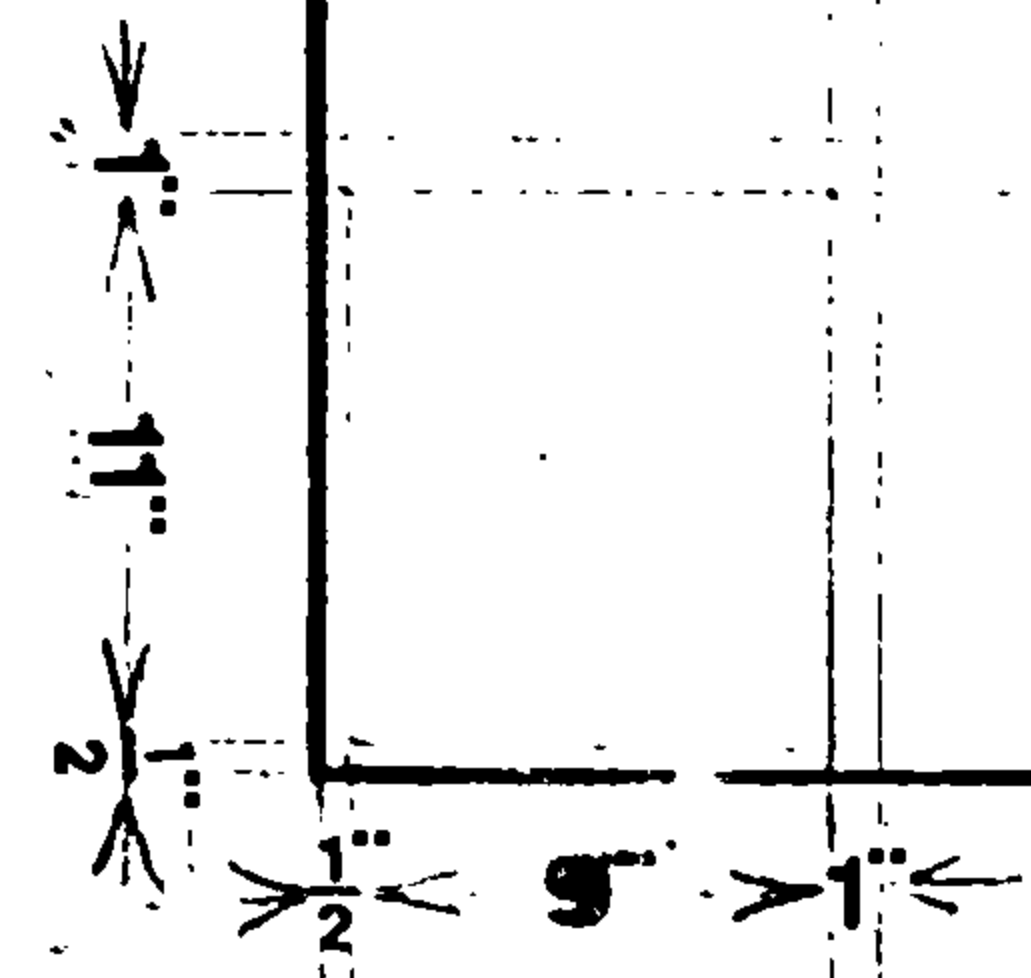
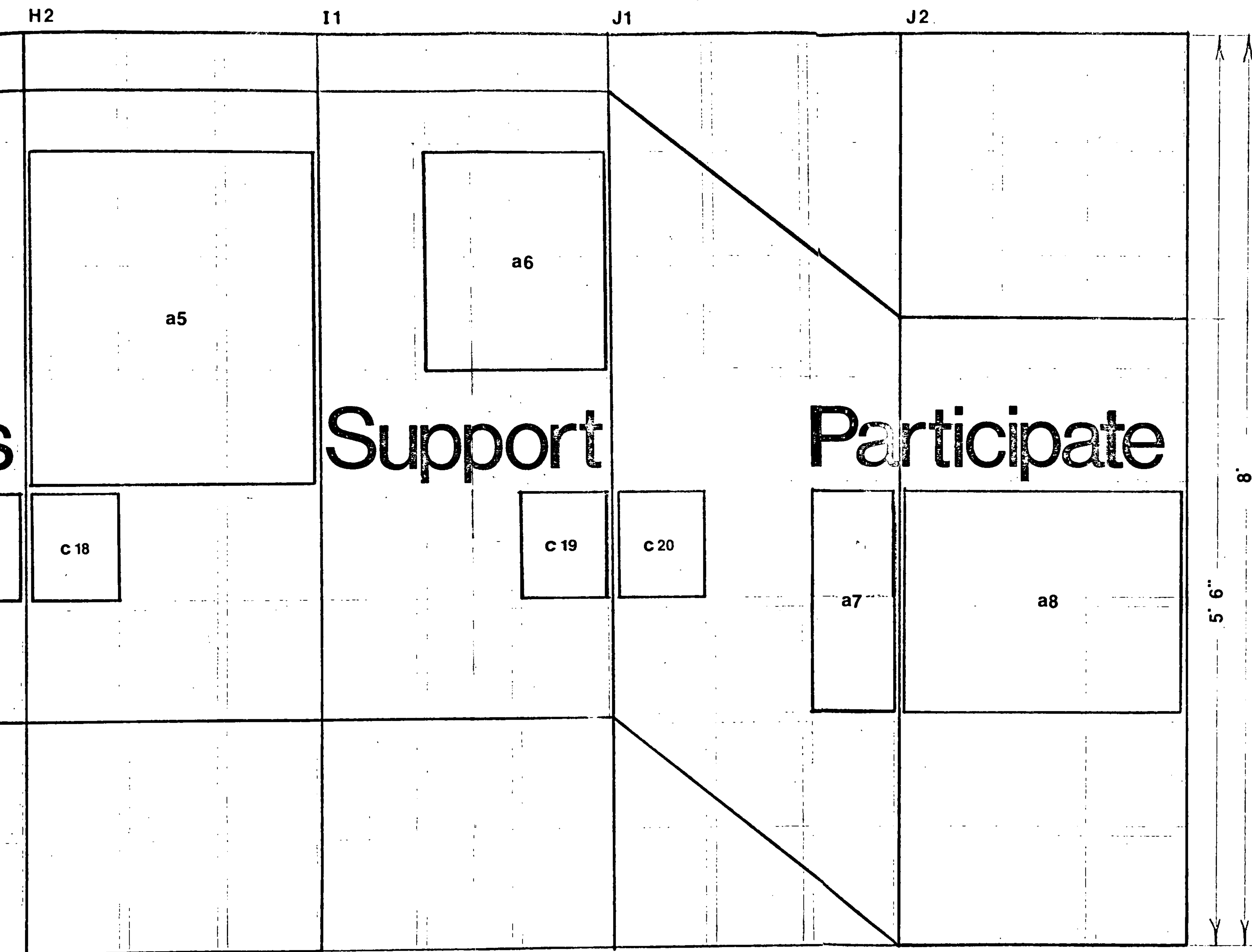
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c10





a - - - ART
c - - - COPY
p - - - PHOTO

Support

Participate

A Vote
For The
Future....

Y

1. The United States is a democracy. It is the only country in the world where the people elect their representatives to make the laws. It is the only country in the world where the people elect their representatives to make the laws. It is the only country in the world where the people elect their representatives to make the laws.

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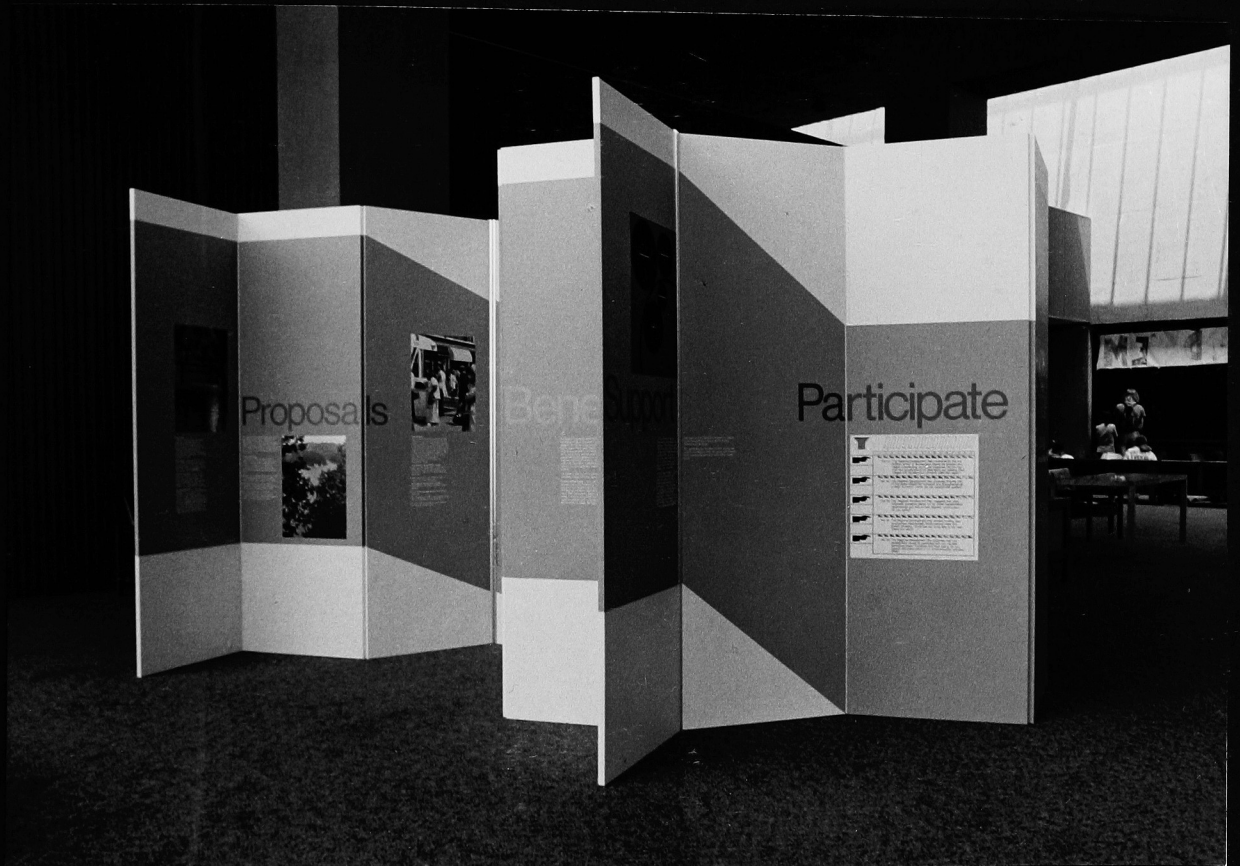
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Memo to: R. Roger Remington
Chairman, Department of
Communication Design
Rochester Institute of Technology

Subject: Release from Contract

The Audio-visual program and exhibit for the Regional Development Plan have been received. As per the Contract agreement of April 3, 1975 we are satisfied that the above have met the objectives and thereby release RIT from any further obligation.

Authorized Signature

APPROVAL SUBJECT TO REPLACEMENT OF BUCKLE PHOTO ON EXHIBIT
AND POSSIBLE REPLACEMENT OF UP TO 4 SLIDES IN AUDIO-VISUAL PROGRAM.